OCTOBER 1, 1956 35c PER COPY

BROADCASTING TELECASTING

LATEST COUNT ON TV HOMES Page 29

IN THIS ISSUE:

34,000 Said YES To The Old Gray Fox!

Houston's newly-elected mayor, Oscar Holcombe, used KPRC-TV exclusively to test public sentiment. The "Old Gray Fox", as he is widely known, used one 15-minute program on KPRC-TV *only*, to determine whether he should seek election. He said he would run if 10,000 people from Houston wrote in. Over 34,000 cards, letters and telegrams poured in, responding to this single telecast! This is the pattern of results on KPRC-TV. Overwhelming power to move more people, to sell more merchandise, makes KPRC-TV the MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET.

25TH year

KPRC-TV

HOUSTON Channel 2

JACK HARRIS,
Vice President and General Manager
JACK McGREW,
National Sales Manager
Nationally Represented by **Edward Petry & Co.**

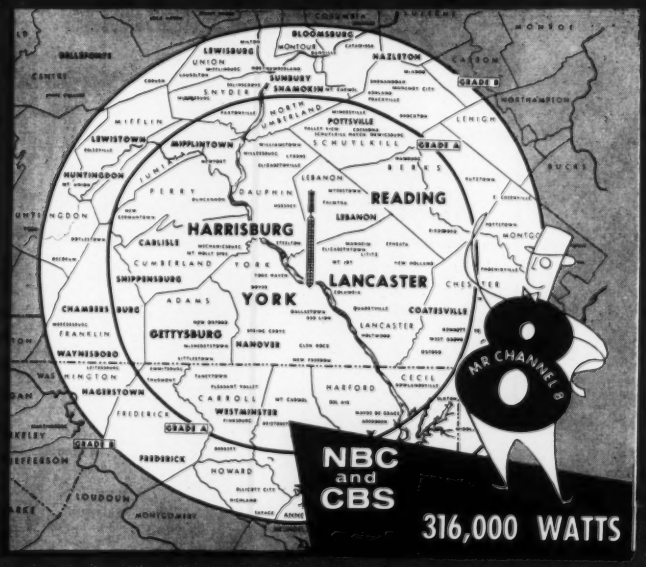
WGAL-TV

LANCASTER, PENNA.

3½ MILLION PEOPLE

in the channel 8 multi-city market

People make a market, and the 3½ million people in the Channel 8 Multi-City area make it one of your most important TV markets—America's 10th. Here 3½ million of your prospects, owning 917,320 TV sets, have $5½ billion to spend annually.



STEINMAN STATION Clair McCollough, Pres.

Representative

the MEEKER company, inc. New York • Chicago • Los Angeles • San Francisco

closed circuit

NEXT MOVE • With adjournment of Foley Square Antitrust inquiry into television last Thursday, there's speculation as to possible first move by Chairman Celler (D-N.Y.) of House subcommittee. Guess is he will offer legislation which would affect network-affiliate relationship, whereby station which is disaffiliated, and where network action is not in "good faith," would have recourse to damages. Such legislation was offered by Mr. Celler at last session relating to disenfranchising of auto dealers by manufacturers.

B•T

THERE's no rest for weary networks. On day Senate Magnuson committee wound up its network investigation, networks got their first notice of impending House Antitrust Subcommittee investigation. Last Friday, day after House Subcommittee hearings recessed, Dean Roscoe L. Barrow, head of FCC Network Study Committee, showed up with long list of questions. Moreover, FBI agents also were to be in New York beginning today in pursuance of Asst. Attorney General Victor Hansen's anti-trust investigation.

B•T

THIPLE THREAT • Loew's Inc. has approved budget allocation for its tv division to start production of first pilot—on proposed *Goodbye, Mr. Chips* half-hour film series—thus launching third phase of firm's tv "invasion." Tv division already has advanced in first two phases: acquisition of tv station interests (now has 25% of KTTV [TV] Los Angeles and KTVR [TV] Denver) and lease of MGM library of 725 feature films (now in 17 markets for estimated $24 million). Charles C. Barry, vice president in charge of tv division, plans to leave for England Oct. 15, where pilot will be filmed at MGM's London studios.

B•T

WITH switch of Tom Viscardi, head timebuyer on Mercury at Kenyon & Eckhardt, to Young & Rubicam as timebuyer of Proctor & Gamble's Cheer, shifting of assignments at Kenyon & Eckhardt will follow. Lou Kennedy, head timebuyer on National Biscuit Co. and Pepsi Cola, will succeed Mr. Viscardi as buyer for Mercury; Robert Innes, timebuyer on Mercury, succeeds Mr. Kennedy as buyer for National Biscuit and Pepsi Cola; George Sinko, who formerly worked on Mercury, will devote his timebuying activities to National Biscuit and Pepsi Cola.

B•T

SECRET'S OUT • Despite unusual efforts to invoke secrecy on FCC decisions in hearing cases, word has spread that ch. 9 Charlotte opinion tentatively is being written in favor of WSOC Inc., 250 w NBC affiliated outlet, over competing applications of Piedmont Electronics, in which Mitchell Wolfson (WTVJ-TV Miami) holds minority; Carolinas Tv. Corp., affiliated in ownership with WIS-AM-TV Columbia, S. C., and WIST Charlotte, in which G. Richard Shafto holds minority. Instructions, which are not necessarily final (often they are reversed), were weighted in favor of WSOC on grounds of local integrated ownership. Others, while Charlotte controlled, have out-state interests. Examiner has recommended grant to Piedmont.

B•T

IT WAS FCC Chairman McConnaughey who insisted upon top security in straw-voting Charlotte case, largely because of "leaks" in two previously considered cases —Jacksonville and St. Louis. Jacksonville case was finalized, but instructions had been issued both ways, while St. Louis case found FCC widely split among four applicants so no final decision was reached. It may be weeks before final actions are forthcoming in either Charlotte or St. Louis.

B•T

LEGAL, ILLEGAL TEST • First demonstration of tv translator vs. on-channel booster, latter now outlawed by FCC, is scheduled Oct. 11-12-13 at Quincy, Wash., in presence of state officials, FCC engineers, consultants and perhaps scores of "illegal" booster operators in rugged Columbia River basin area. Ben Adler, head of Adler Electronics Corp., New Rochelle, N. Y., has received experimental authority from FCC to pick up ch. 4 KXLY-TV Spokane, 150 miles from Quincy, and rebroadcast on uhf ch. 76, one of translator bands. Program simultaneously will be viewed from vhf on-channel booster serving 850 families in Quincy area, one of numerous Northwest Reflector Assn. services.

B•T

QUINCY demonstration becomes important because of Gov. Edwin C. (Big Ed) Johnson's defiance of FCC illegal booster order in Colorado, where he has "licensed" half-dozen stations, and pending appeal of Northwest group to Court of Appeals. Among those invited to demonstration are Sen. Warren G. Magnuson and his Republican opponent for Senate, Gov. Arthur Langlie. James Barr, assistant chief of FCC Broadcast Bureau, and McIvor Parker, of FCC engineering staff, also slated to be present. Northwest Electronics, Spokane distributor for Adler, is installing 10 uhf receivers along with component equipment to pick up ch. 76 translations in this first side-by-side demonstration.

B•T

A FOR EFFORT • It can't be said FTC Comr. Lowell B. Mason failed of reappointment for lack of trying (story page 70). Several months ago he exploded with series of widely publicized speeches deploring bait-and-switch advertising on radio-tv, demanded million-dollar FTC probe of broadcast commercials. But although speeches did not succeed in getting him reappointed to post he has held for 11 years, they were at least in part responsible for stepped-up monitoring of radio-tv now being started by FTC. President Eisenhower's selection of Edward T. Tait, special assistant at White House, as Mr. Mason's successor was in line with administration's "new faces" appointment policy.

B•T

JOSEPH KATZ, chairman of board of agency of same name and one of advertising's famed copywriters, is in final stages of writing two books, practically simultaneously, at his home in Baltimore to appear next year. Titles: I Owed Somebody $2, *and* [Adv.]. *Meanwhile, he continues to direct policy activity of agency's headquarters in New York and Baltimore.*

B•T

FILM STUDY • Second of series of Lever Bros.-inspired sessions on continuing study of tv commercial film standards expected possibly within next two weeks. First session was held Aug. 30 when agency executives (handling Lever accounts) and some network people sampled one-minute commercial films submitted by 22 cooperating film production firms [B•T, Sept. 3]. In upcoming meeting, Lever would like to have film producers personally present to talk about what they are doing to improve techniques.

B•T

MEXICO is expected to protest FCC deintermixture notice of June 25 to move Fresno ch. 12 (on which KFRE-TV now is operating) to Santa Barbara, deintermixing Fresno area. Notice of proposed switch purportedly was sent to Mexico last June, but FCC subsequently was notified through channels that no formal word had been received. On Sept. 1, new notice went to Mexico and, according to reliable source, protest is in works. Mexico uses ch. 12 at Tijuana, 200 miles from Santa Barbara, but agreement is based on case-by-case standard, not mileage separations.

B•T

K & E ABROAD • Kenyon & Eckhardt, New York agency which in past two years has increased billings by $20 million to present $75 million per year, is spreading its international wings. In addition to new Mexico City office, agency, of which ex-broadcaster William B. Lewis is president, is currently exploring establishment of European headquarters in London. Mr. Lewis leaves next week for Mexico City inspection and also is contemplating tour of key markets in South America as part of expansion program.

B•T

CBS Inc. President Frank Stanton and his wife flew to Europe last Thursday—day after he wound up his testimony before Celler Antitrust Subcommittee — for indeterminate holiday. Dr. Stanton won plaudits of Chairman Celler for his forthright testimony (see page 50).

No matter who asks the question . . .

in Omaha

the answer is KOWH

(Example: Hooper says *47.7%*)

Hooper ***Pulse*** ***Trendex***

This is the 58th—yes, the 58th consecutive month of KOWH leadership in Omaha. And not just hair-splitting leadership, mind you—but way-out-front, *dominating* leadership throughout the radio day.
Hooper (July-August) gives KOWH 47.7% daytime!
Latest *Trendex* gives KOWH top spot in every time period!
Latest *Pulse* gives KOWH top spot in 204 out of 240 daytime quarter hours.

This is the kind of market-dominance which Storz Station ideas, programming and excitement and broad (660 kc.) coverage make possible for national and local advertisers. Results prove it, too. Ask the **Adam Young** man, or General Manager **Virgil Sharpe** for details.

KOWH OMAHA

"The STORZ Stations" *Todd Storz, President*

PROGRAMMED FOR TODAY'S LISTENING AND TODAY'S SELLING

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami
Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans
Represented by Adam Young Inc.

at deadline

Comments Say All-U Plan Too Radical at Present

GENERAL CONSENSUS that FCC's tentative proposal looking to move of all tv to uhf is too radical expressed by major broadcast entities in comments scheduled to be filed today (Monday), deadline for remarks on feasibility of suggested move. Earlier comments, including resolutions passed at NARTB regional meetings, took same viewpoint (see pages 67, 75).

CBS said many "vital questions" must be answered before it can be determined if shift "would entail too high a price in terms of service and cost to the public."

CBS said it has projected field studies for comparison of signal transmission and actual service range of uhf and vhf under varied conditions. But, it went on, it will be necessary "to explore whether or not statistical data from field intensity measurements of uhf stations can properly take these variables into consideration" since it is not clear that assumed average conditions would be "singularly applicable in specific circumstances."

RCA-NBC told FCC they knew of "no existing technical or other factor which would justify transferring all tv broadcasting to the uhf band," and that to consider such move now "would be most injurious to the public interest and can jeojardize the whole future of tv broadcasting in the U. S." Uhf cannot render service comparable to vhf, RCA-NBC said, but it should be developed and expanded. When tv, both commercial and non-commercial, expands to full stature, RCA-NBC prophesied, even existing 82-channel system may be severely strained.

Based on recent experiments, RCA-NBC said, 5,000 kw uhf transmitter is feasible. Target delivery date of 18-24 months from receipt of firm order was estimated for RCA 5 megawatt transmitter.

RCA-NBC iterated recommendations made last December that FCC preserve and foster uhf by (1) deintermixture, (2) directional antennas, (3) repeal of excise tax on all-channel receivers, and (4) encourage qualified operators to enter tv in intermixed markets.

ABC is expected to oppose move of all tv to uhf. It will, it is understood, recommend that its allocations plan submitted to FCC last year be considered as offering greater possibility of solution—which can be implemented immediately.

Committee for Competitive Tv, representing uhf thinking, called on Commission to move speedily on market-by-market deintermixture proposals. CCT also held that if engineering program shows way, it might be feasible to make all eastern U. S. uhf, and probably all U. S.

However, CCT called attention to present technical standards which might result in scarcity of uhf channels in some parts of country if Commission moved tv to upper bands. It maintained that uhf, with reasonable power, can give service to normal market areas.

Meanwhile, on Friday bids for any vacant vhf bands—if FCC moves tv out of lower spectrum—were filed by National Assn. of Taxicab Owners and Special Industrial Radio Service Assn.

CALCULATED RISK

CBS INC. announced Friday it would carry President Eisenhower's three-minute talk on behalf of United Community Funds and Councils of America and scheduled film on *The Ed Sullivan Show* yesterday (Sunday) (8-9 p.m. EDT) and also on CBS Radio. Other networks had scheduled speech, but CBS balked at first, seeking assurance other candidates would not seek equal time (see story, page 80). Democratic Presidential nominee Adlai E. Stevenson notified CBS he would relinquish claim to equal time, and five other candidates of 13 parties canvassed by CBS followed Mr. Stevenson's example. Sole candidate who refused to relinquish claim by late Friday was Henry Krajewski, Presidential nominee of American Third Party. CBS said it had no plans to provide equal time for Mr. Krajewski.

CBS-TV Announces Lively Arts Program

PLANS being announced today (Monday) by CBS-TV for presentation of *The Seven Lively Arts* as once-a-week hour series in fall of 1957, with format designed to educate and inform in entertaining manner. CBS-TV indicated program would be scheduled in 8-10 p.m. evening time.

Robert Herridge leaves Oct. 29 as producer on *Studio One* (sponsored by Westinghouse Electric Corp.) to undertake preparation of new series. Gordon Duff, tv producer-director who has signed exclusive CBS-TV contract, replaces Mr. Herridge as producer on *Studio One*, alternating duties with producer Felix Jackson.

Robert Sherwood Awards Competition Announced

FUND for the Republic will announce today (Mon.) second annual competition for Robert E. Sherwood awards for tv programs dealing with freedom and justice. According to Robert M. Hutchins, fund president, jurors panel will make three awards: $20,000 for best drama; $20,000 for best documentary on network; $15,000 for production of either documentary or drama on independent station. Programs on commercial tv between Oct. 1 and May 31, 1957, are eligible. Nominations should be submitted (written or telephoned) to fund's offices, 60 E. 42d St., New York.

Hotel Radio Plan Backed

SERIES of resolutions adopted Friday by NARTB regional meeting at Oklahoma City (see story, page 75) endorsed Telechron project calling for replacement of hotel-room radios with new radio clocks as part of Wake-Up-to-Music Month. Another resolution commended Comr. Robert E. Lee for his speech. Members of resolutions committee were Leo R. Morris, KSWO Lawton, Okla., chairman; Joe Leonard Jr., KGAF Gainesville, Tex., and Fred Conger, KWBW Hutchinson, Kan.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

MERCURY ON RADIO • Mercury Co-op Div. of Ford, Detroit, to introduce 1957 model, is preparing radio spot announcement campaign which will be placed Oct. 22 in nearly 500 markets. Spots will run from three to five per week for five weeks. Kenyon & Eckhardt, N. Y., is agency.

SATURATION SPOTS • Trucraft Hosiery, Reading, Pa., through Radio & Television Advertising Corp., same city, starting six-week saturation radio spot campaign early this month in 100 markets.

BIG BUY • Smith Brother's cough drops, Poughkeepsie, N. Y., placing six-week radio spot announcement campaign beginning Oct. 15 in about 100 markets. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

LIVE MINUTES • Bristol Myers (Sal Hepatica), N. Y., buying live radio daytime minutes Monday through Friday starting on varied dates in October for 13 weeks in approximately 20 markets. Young & Rubicam, N. Y., is agency.

MARGARINE CAMPAIGN • Lever Brothers (Imperial margerine), N. Y., buying radio spot announcement campaign starting Oct. 15 to run to end of year in approximately 20 markets. Foote, Cone & Belding, N. Y., is agency.

GE IN MIDWEST • As follow-up to its campaign in Midwest last spring, General Electric Co. (Lamp Dept.), Schenectady, N. Y., readying spot radio campaign to break in eight midwestern markets later this week and to run for several weeks. Agency: BBDO, N. Y.

SCHICK ON 'DRAGNET' • Schick Inc. (Schick electric shavers), Lancaster, Pa., has signed for alternate week sponsorship of *Dragnet* (Thurs., 8:30-9p.m. EDT), starting Oct. 18. Agency: Warwick & Legler, N. Y.

'CIRCUS TIME' BOUGHT • Hartz Mountain Products (bird and pet products), N. Y., signed as participating sponsor of ABC-TV's *Circus Time* (Thurs., 8-9 p.m. EDT), starting Thursday. Agency: George W. Hartman Co., Chicago.

BREAD BUY • National Biscuit Co., for its breads, buying radio spot announcement campaign in eastern part of country where its 15 bakeries are located. Campaign is for 4 to 13 weeks starting on different days in October. McCann-Erickson, N. Y., is agency.

FLOOR PLAN • Allen Industries (Karpet-Square Div.), Detroit, through Alfred J. Silberstein-Bert Goldsmith, N. Y., planning radio spot campaign in few selected markets starting immediately for six weeks.

THERE CAN BE ONLY ONE LEADER!
in Central New York it's WHEN TV
HERE ARE THE FACTS
Total Television Quarter Hours during the last 12 months.
PULSE
ARB
WHEN-TV 567 647
OPPOSITION 281 377
TIES 12 23
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRA
WHEN RADIO 620 kc. CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO.
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

New Fraternal Order: 'Television Pioneers'

NEW industry association, Television Pioneers, started by committee of which W. D. Rogers Jr., KDUB-TV Lubbock, Tex., is chairman. Organization meeting will be held during NARTB convention next April. About 200 invited as charter members, with membership restricted to tv station and network executives engaged in management or ownership of stations or networks in existence prior to FCC 1952 freeze. Charter associates will include executives of industry associations (NARTB, TvB) and allied organizations active before freeze.

Association will have no dues but engage annually "in a gastronomical festival" to memorialize pioneer days and undertake worthy endeavors. Besides Chairman Rogers, who sparked project, organization committee includes Clair R. McCollough, WGAL-TV Lancaster, Pa., president of Radio Pioneers; George M. Burbach, KSD-TV St. Louis; John E. Fetzer, WKZO-TV Kalamazoo; Glenn Marshall, WMBR-TV Jacksonville; Richard Rawls, KPHO-TV Phoenix; Clyde Rembert, KRLD-TV Dallas; P. A. Sugg, WKY-TV Oklahoma City; Harold Hough, WBAP-TV Fort Worth, and Jack Harris, KPRC-TV Houston.

Healey Heads West Coast Mincom Division of 3-M

APPOINTMENT of Francis C. Healey as general manager of newly formed west coast division of Minnesota Mining & Mfg. Co. announced Friday by Robert L. Westbee, vice president in charge of 3-M's electrical products group [CLOSED CIRCUIT, Sept. 10]. To be known as Mincom, division will continue electronic research and product development activities formerly conducted by electronics division of Bing Crosby Enterprises Inc.

Mr. Healey was executive director of Crosby's electronics division. These research programs were taken over by 3-M, including Crosby color tape recording development, as part of an agreement concluded between Crosby and 3-M last month [B•T, Sept. 3].

Mr. Westbee, named John T. Mullin research director of new division. Mr. Healey said that in addition to continuing research and product development program, new Mincom division will distribute specialized 3-M instrumentation tapes and other products. B•T learned that Mincom's principal goal will be perfection of color tape recorder. As previously announced, group of Crosby research staff members also have joined 3-M. Group is headed by Mr. Mullin and Wayne R. Johnson.

WMFJ Case Extended 30 Days

FCC Friday extended for 30 days, to Nov. 1, date to return control of WMFJ Daytona Beach, Fla., from WMFJ Inc. to W. Wright Esch. Extension will give Commission time to study pleadings and briefs filed by parties to proceeding. WMFJ sale is being protested by Theodore Granik and William H. Cook, who claim Mr. Esch sold outlet knowing protestants intended to exercise option to buy. Appeals court remanded case to FCC to take Granik-Cook claims into account.

Ampex VTR Prototypes Set for CBS, NBC

INITIAL shipment of three handmade prototypes of its video tape recorder to CBS-TV and two such units to NBC-TV will be made within fortnight by Ampex Corp. This week technicians from both networks start training course at Ampex's Redword City, Calif., factory.

Delivery is month later than original estimate, but firm's production tooling will enable delivery next August of new orders. Ampex is making only 13 prototypes of its VTR, CBS to receive five and NBC three, with rest going to government laboratories. Production orders now total 84 units and sales of four machines to CBC-TV (Canada) and two units to Associated Rediffusion, London commercial tv firm, will soon be disclosed.

KELO Requests Ch. 6; Reassigned to Reliance

MID-CONTINENT Broadcasting Co. (KELO-AM-TV Sioux Falls, S. D.) Friday filed application with FCC seeking ch. 6 Reliance, S. D. Requested channel now is assigned to Pierre, S. D., but FCC, in rule-making action last week, ordered channel reassigned to Reliance effective Nov. 1. KELO-TV (ch. 11) originally sought reassignment, saying it would apply for Reliance tv.

Mid-Continent application proposes 51.95-kw visual power with antenna height of 1,279 ft. above average terrain. Costs were listed at $224,100 for construction, $90,000 for first year operation.

Mid-Continent is owned by equal partners Joseph L. Floyd, N. L. Bentson and Edmond R. Ruben. Principals also own ch. 3 KDLO-TV Florence, S. D., satellite of KELO-TV, and WLOL-AM-FM Minneapolis, Minn.

York Uhf Suspends

WNOW-TV York, Pa., ch. 49, was scheduled to cease operations today (Monday), it was reported Friday. Cessation of WNOW-TV makes 66 stations which have gone dark, of which 62 have been uhf. With WNOW-TV retaining cp, this makes 39 stations which have gone off-air but still retain grants.

UPCOMING

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 2: Federal Communications Bar Assn., annual outing, Congressional Country Club, Potomac, Md.

Oct. 2: Illinois Broadcasters Assn., semi-annual meeting, Abraham Lincoln Hotel, Springfield, Ill.

Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.

Oct. 3-4: NARTB Code Review Board, Tides Inn, Irvington, Va.

Oct. 4-5: Central region AAAA meeting, Hotel Blackstone, Chicago.

(For other Upcomings, see page 107.)

PEOPLE

PATRICK H. GORMAN today (Mon.) joins Bryan Houston Inc., N. Y., as vice president and director of marketing. Mr. Gorman was assistant to president of Vick Chemical Co. and board chairman of Vick's Division, Alfred D. McKelvy Co. Before he joined Vick in 1952, Mr. Gorman was Philip Morris' advertising manager. McKelvy Division, which Mr. Gorman headed as president until becoming chairman last March, makes Seaforth men's toiletries. Mr. Gorman started at Lucky Strike's advertising department under George Washington Hill after joining American Tobacco Co. in 1938. He became advertising manager in 1943 for AT's subsidiary, American Cigarette & Cigar Co. (Pall Mall).

NIEL HEARD, western director of marketing, Roy S. Durstine's S. F. office, to vice president. **WILLIAM D. SLOAN,** manager, L. A. office of Durstine, to vice president in charge of that area. **ROBERT L. WHITEHEAD,** vice president of S. F. office, to manager.

LEN CAREY and **WILLIAM J. O'DONNELL,** vice presidents and accounts executives, BBDO, N. Y., named to executive staff.

JOHN GOETZ and **GARRY SIMPSON** of NBC-TV's production staff named co-producers on network's *Wide Wide World* series (alt. Sun., 4-5:30 p.m. EDT), functioning as part of four-unit rotating production system.

E. D. TREANOR, with General Electric Co. since 1951 in various marketing and sales posts, named district sales manager of new GE office in Birmingham covering parts of Florida, Tennessee and all of Alabama.

B. FRED IRBY, advertising manager, Sears, Roebuck & Co. store, Mobile, Ala., named field representative of Advertising Federation of America.

ERIC F. WEST, advertising and public relations director of Aluminium Ltd. Sales Inc., elected president of company, which is U. S. sales subsidiary of Aluminium Ltd., Canadian aluminum producer.

Three Sold, Another Close

RADIO station sales, reported signed last week, include purchase of 50% interest in KFBI Wichita, Kan., by H & E Balahan Corp. and Harold and Leo Lederer for about $100,000; 100% of WATG-AM-FM Ashland, Ky., by Charles D. Calhoun and associates for $112,500, and 100% of KFNF Omaha, Neb., by Town & Farm Stations (Don Searle) for $61,000.

Also reported near closing at week's end was purchase of KBYE Oklahoma City by group including Louisiana broadcasters for $150,000. Balahan-Lederer group recently bought WRIT Milwaukee for $455,000 [B•T, Sept. 24], and Balaban company controls WMCN (TV) Grand Rapids, Mich.; 50% of WICS (TV) Springfield, Ill., and 50% of WTVO (TV) Rockford, Ill. Mr. Calhoun is associated with WLOH Princeton, W. Va. Town & Farm group owns KIOA Des Moines, KMMJ Grand Island, Neb., and KXXX Colby, Kan.

Bank Buys Out Partner

JAMES A. BANK, Hollywood tv film producer, Friday announced purchase for undisclosed sum of interest of his associate, Robert Angus, in Volcano Productions and said he plans immediate expansion of production. In addition to tv commercials and industrial film, Volcano has been producing network shows, including *Adventures of Ozzie and Harriet, Joan Davis Show* and *Mickey Rooney Show*. Mr. Angus has left for European trip.

the week in brief

BBDO LOOKS AT RADIO

Agency analysis finds aural broadcasting a necessity for both advertiser and public, but to serve its users radio must be bought and programmed judiciously 27

WHERE THE TV HOMES ARE

County-by-county estimates made by Advertising Research Federation for last March show total number of households, number of tv homes and per cent of total with tv 29

C & W GETS TEXACO ACCOUNT

Consolidation by Texas Co. gives Cunningham and Walsh bulk of $11 million advertising budget, including all advertising except industrial, which goes to G. M. Basford Co. 40

25 SECONDS OR LESS

New Pepsi-Cola contest requires no writing, entry is made by telephone, with talk about Pepsi recorded for judges' consideration 42

SARNOFF'S 50th ANNIVERSARY

Receiving "gifts" requested from RCA scientists five years ago, Brig. Gen. David Sarnoff, RCA board chairman, predicts electronic marvels to come in next 20 years 48

HOW NETWORKS OPERATE

Celler committee probes inside story of way in which major networks function from witnesses Robert W. Sarnoff and Frank Stanton 50

ALL-UHF COMMENTS DUE TODAY

Only 12 comments on FCC's plan to move all tv to uhf in country, or a major geographical section, had been filed by last Thursday 67

FCC TOLD TO END KOB CASE

Circuit court gives Commission 60 days to conclude 15-year dispute by moving KOB Albuquerque from 770 kc channel or restricting its signal to protect WABC New York 68

FCC STUDIES FILM-TIME DEALS

Affiliation contracts of NTA Film Network and other similar arrangements are being examined for abdication of licensee responsibility or violation of Commission's network rules 73

LASSIE FETCHES $3.5 MILLION

Broadcaster Jack D. Wrather Jr. and investment banker John L. Loeb purchase radio-tv rights to canine character plus affiliated enterprises; Wrather also owns Lone Ranger *properties* 74

REGIONAL SWING HALF OVER

NARTB holds sessions in San Francisco, Oklahoma City. Comrs. Lee (see below) and Hyde speak for FCC 75

LEE URGES CAUTION ON UHF

FCC Comr. tells NARTB Oklahoma City meeting that until engineers solve uhf technical problems the Commission must not make "any premature attempt to force the viewing public to accept inferior service" 78

POLITICS TO COST $10 MILLION

Pre-emptions in upcoming radio-tv campaigning and elections will hit the networks for that much in losses 80

STATION SALES TOP $1 MILLION

Applications for FCC approval were filed last week for sales of WRAK-AM-FM-TV Williamsport, Pa. ($125,000); KWSM-AM-TV Joplin, Mo. ($760,000); KRIS Corpus Christi, Tex. ($225,000); WLAY Muscle Shoals, Ala. ($85,000) 81

TV AUTOMATION GEAR SHOWN

Mechron Inc., subsidiary of KRON-TV San Francisco owner, demonstrates devices for automatic operation of a tv station for 90 seconds or full day at NARTB regional conference 89

AFTRA SETS STRIKE STRATEGY

Union plans said to include engaging "top-notch" agency to present its side of negotiations story to public via radio and television 91

departments

Advertisers & Agencies	27	In Public Interest	24	Personnel Relations	91
At Deadline	7	In Review	14	Playback	86
Awards	92	International	90	Political Broadcasting	80
Closed Circuit	5	Manufacturing	89	Professional Services	86
Editorials	108	Networks	87	Program Services	79
Film	73	On All Accounts	22	Programs & Promotions	93
For the Record	96	Open Mike	18	Stations	81
Government	50	Our Respects	20	Trade Assns.	75

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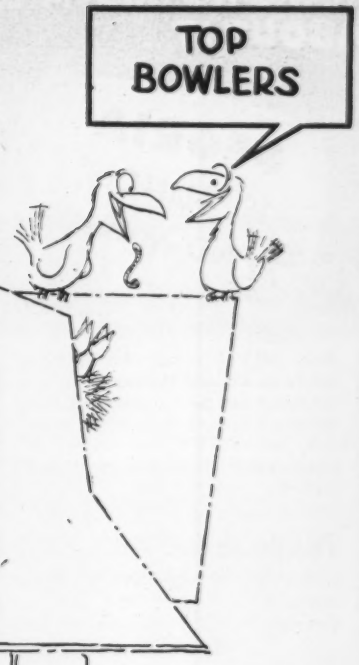

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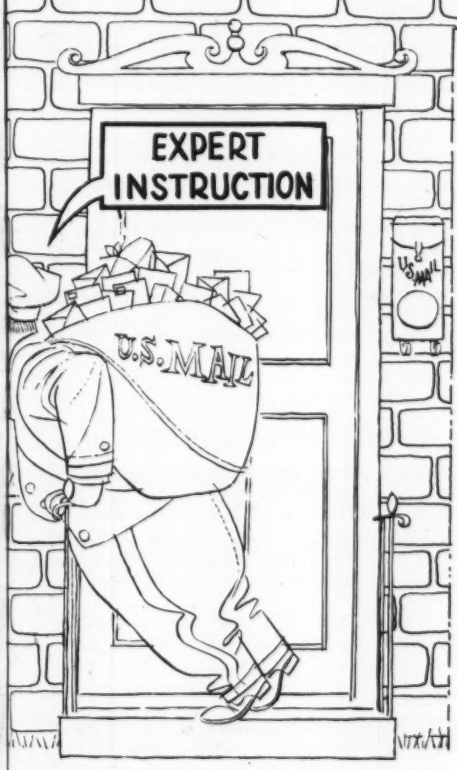

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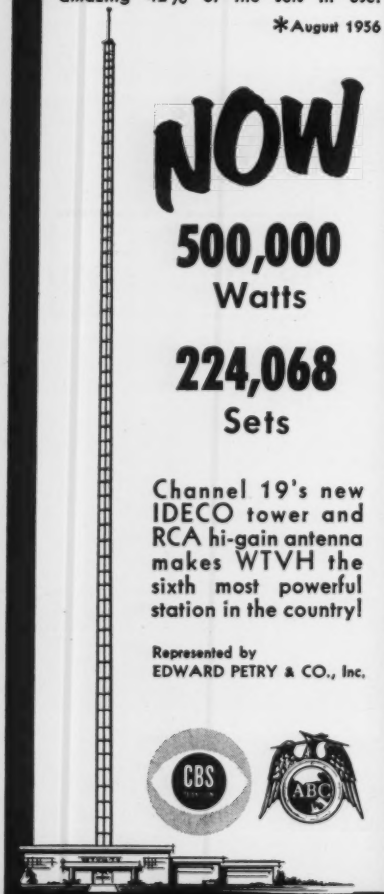

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PEORIA, ILLINOIS

STANLEY

BUDDY HACKETT made thousands of friends last spring and summer in his many guest appearances on tv and should make millions more in his own series which started last Monday on NBC-TV. As Stanley, operator of the cigar stand in an elegant hotel, Buddy has a chance to be a simple, lovable slob, honest because he's not clever enough to be crooked, pushed around because he's not strong enough to push back (and therefore easy for the average viewer to identify himself with), and, in the end, inspired to outwit the pusher and come out on top himself (very satisfying to the average viewer who, as said above, has identified himself with Stanley).

The opening program's script, by Billy Friedberg and Neil Simon, established Stanley's character easily and professionally by involving him in an amusingly complicated adventure with a pair of opera tickets, a simple tourist couple and an opera-loving gangster. Max Liebman's production-direction proved that the spectacular maestro is equally adept at comedy-drama.

Stanley can be summed up as the kind of show that insults the viewer's intelligence but gratifies his emotions, so it will probably achieve a terrific rating.

Production costs: $45,000.
Sponsored by American Tobacco Co. through Sullivan, Stauffer, Colwell & Bayles and Bobbi-Pin-Curl permanents through Tatham Laird on NBC-TV, three out of four Mondays, 8:30-9 p.m.
Packager: Max Liebman Productions Inc.; producer-director: Max Liebman; production associate: Michael Ross; camera director: David Brown; announcer: Don Pardo; conductor: Irvin Kostal; scenic designer: Burr Smidt; costume designer: Robert Fletcher; production stage manager: Sterling Mace; supervisor for NBC: Perry Cross.
Theme song: "Stanley" by Clay Warnick and Mel Pahl.

ADVENTURES OF SIR LANCELOT

PRESUMABLY the idea was to make it easy for American youngsters to understand King Arthur and his Knights of the Round Table, but whatever the reason the sad fact is that the producers of *The Adventures of Sir Lancelot* have turned it into a typical western hoss opera, familiar at every turn once the viewer catches on that in this story cowboys are called knights and wear armor instead of chaps.

The first installment of this half-hour series told the story of Lancelot's joining the Round Table brotherhood in familiar tv cowboy idiom: Three of King Arthur's buckeroos ride out from the ranch house at Camelot looking for trouble; they meet a stranger, twit him about his undented shield and cast aspersions on his manhood; he takes them on *en masse* and whips them with ease. Another knight, Gawaine, proves through a piece broken from the stranger's sword that he is really the Knight of the Red Plumes who inflicted so much damage on Arthur's forces in their last battle and who killed Gawaine's brother. Lancelot admits the charge, defeats Gawaine in combat but spares his life, then explains that his father had obligated him to serve this other king but he had been released and was now free to join the Round Table as he had long desired. He asks for the privilege of serving as champion of Queen Guinevere, who looks at him fondly as the episode ends.

If you don't mind Camelot as ranch headquarters, the Knights of the Round Table as bullyboys, Merlin as a sly old trickster and the story of King Arthur told in direct action fashion, shorn of all grandeur and glory, you'll probably enjoy *Sir Lancelot* along with the six-year-olds, who we suspect will all be clamoring for helmets and spears for Christmas. But if you first met Arthur through the pages of Tennyson, or even Howard Pyle, you'll steer clear of NBC-TV at 8 p.m. on Mondays.

Production costs: $35,000.
Sponsored by Whitehall Products through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles on NBC-TV, Mon., 8-8:30 p.m. EDT.
A Hannah Weinstein production — Saphire Films, Ltd., London. Distributed by Official Films.
Producer: Dallas Bower; directors: Ralph Smart, Bernard Knowles, Arthur Crabtree, Anthony Squire; various writers; script supervisor: Albert G. Ruben.
Cast: William Russell (Sir Lancelot); Ronald Leigh-Hunt (King Arthur); Cyril Smith (Merlin); Jane Hylton (Queen Guinevere).

THE BUCCANEERS

IT IS hard to tell just what type audience CBS-TV hopes to attract with *The Buccaneers*, which made its debut Sept. 22. The show is slotted in prime early evening (7:30-8 p.m.) at an hour when most children are still up, but it is hardly the type fare recommended for youngsters. Nor does the plot appear to be the type that will appeal to most adults.

The first program dealt with the arrival of a new governor (appointed by the King of England) on Nassau and his efforts to get the pirates to give up their lawless ways.

Filmed in England with English actors, *Buccaneers* fails completely to measure up to other imported English features (e.g. *Robin Hood*). The plot was bad: the acting worse.

Production costs: Approximately $35,000.
Sponsored by Sylvania Electric Co. through J. Walter Thompson on CBS-TV, Saturday, 7:30-8 p.m., EDT.
Created and produced by Nettleford Studios, London; filmed by Sapphire Films Ltd., executive producer: Hannah Weinstein; director: Leslie Arliss.
Captain Tempest played by Robert Shaw; Lt. Beamish by Peter Hammond.

A SPECIAL ANNOUNCEMENT

THERE WERE MOMENTS last Monday night during the first Westinghouse *Studio One* program of the new season when we felt we were watching the old Dave Garroway show of 1950-51 out of Chicago. That is to say, it was a "re-laxed" sort of thing. Cameras rolled by, technicians skipped about, sets were changed as if in a blackout skit, and there was even an m.c. who, while not so relaxed as the aforementioned Mr. G., comported himself well.

His name was Alexander Scourby, and he was about to make *A Special Announcement:* George Lumley, a Lincolnian, son of a Boston scion, having accidentally purchased an original draft of the Gettysburg Address at an auction, was about to burn it. Reason: too many people pay lip service to it, too few really understand it, and given a public cremation, the manuscript might at last "come to life."

David Aldrich and Peter Van Slingerland, who composed this item, might have borrowed too many pages from Reginald Rose's past *Studio One* scripts on civic pride, liberty and related topics; they might have conveniently forgotten to write in a plot; producer Felix Jackson might have been as gimmick-conscious as the writers were flashback happy, but it mattered little. For *A Special Announcement* was by far one of the most original, well-planned and beautifully-executed plays of the year to

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REPRESENTATIVES: WEED TELEVISION CORPORATION

date. Most of the credit, however, should go to Bob Cummings and cast. Mr. Cummings, who showed himself to be an actor of great versatility and considerable force on last season's "Twelve Angry Men" (also *Studio One*), was perfect as Lumley. The cast was pluperfect.

Production costs: Approximately $36,000.
Sponsored by Westinghouse Electric Products Inc., through McCann-Erickson, New York, on CBS-TV, Mondays, 10-11 p.m. EDT.
"An Important Announcement" by David Aldrich and Peter Van Slingerling.
Produced by Felix Jackson, directed by Paul Nickell.
Cast: Bob Cummings, Alexander Scourby, Ray Collins, Edmond Ryan, Robert Lowgia, Cameron Prud'homme, Dorothy Stickney, William Podmere, John Studer, Billie Lou, Watt Studer, Hal Studer.

CIRCUS BOY

NBC-TV's new offering is replete with corn and slambang action, judging from the Sept. 23 premiere. But, even if this is unpalatable to adult taste, it's a touch that may well prove surefire for youngsters.

The cast—headed by likeable, 12-year-old Mickey Braddock—is loaded with old Hollywood standbys who perform in good journeyman tradition. The initial show included two mob fights, two individual scraps and (perhaps for variety) one man fighting a group of "baddies." This rigorous matchmaking may prompt some parents to overrule junior's choice.

In all, *Circus Boy* won't inspire many Sullivan or Allen fans to scurry into the living room one-half hour earlier. But it appears fairly certain that a good portion of the smallfry first nighters were on hand for that second show scripted around a circus jinx, a storm, an escaped tiger and a suitable complement of "hey rubes!"

Production costs: Approximately $35,000.
Sponsored by Reynolds Metals, through Quentin E. Frank Inc. on NBC-TV, Sundays 7:30 to 8 p.m., EDT.
Cast: Mickey Braddock as Corky, Noah Beery Jr. as Joey the Clown, Robert Lowery as Big Tim Champion, Leo Gordon as Hank Miller and Billy Barty as Little Tom.
Producers: Herbert B. Leonard and Norman Blackburn.
Filmed by Screen Gems (series sold to NBC).

BROKEN ARROW

MAKING PLAIN that it places no faith in the adage that variety is the spice of life, ABC-TV has devoted two solid and consecutive hours of its Tuesday night schedule, at least every other week, to cowboy programming (of the western, not Olde England, variety).

Latest in the trilogy (following an hour of *Cheyenne* and a half-hour of *Wyatt Earp*) is *Broken Arrow*, a running series about an Indian scout out singlehanded to make peace with the Indian warrior Cochise. If all this sounds familiar, it should. It's the tv version of a movie of the same name a few years back, as well as of uncounted other movies.

Despite the obvious handicaps (and a too obvious plot), it's a passable show. The producers skillfully crammed a lot of story into the 30 minutes. John Lupton, as hero Jeffords, is unfortunately lightweight for the role. He acts it well enough, but by appearance does not convey the rugged impression the job demands. Especially when Cochise, played by an actor a half-head taller than him, persists in calling him "Tall One."

Viewed individually, all three of the ABC-

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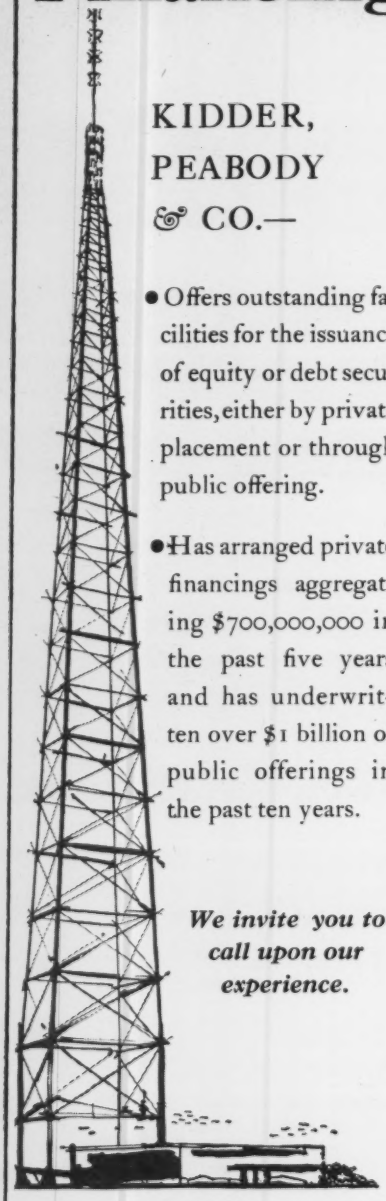

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IN REVIEW

TV entries have merit. But, really, enough's enough.

Production costs: Approximately $35,000.
Sponsored by Appliance & Television Receiver Div. of General Electric Co., through Young & Rubicam on ABC-TV, Tuesdays, 9-9:30 p.m. EDT.
Executive producer: Irving Asher; producer: Mel Epstein; writer: (various) premiere show, Clark E. Reynolds; director: (various) premiere show, Alvin Ganzer.
Stars: John Lupton as Tom Jeffords, Michael Ansara as Cochise, Tom Fadden as Duffield, Michael Pate as Gokliya, Donald Randolph as Col. Bernall, Ted de Corsia as Cartwright, Kenneth MacDonald as Lowrie and Judith Ames as Terry Wilson.

NOAH'S ARK

JACK WEBB devoted the first program of his new series, *Noah's Ark*, to an explanation of why the series was originated, what it is about, an introduction of the leading characters and a short preview of coming features. And, it was more than a little entertaining, especially the Hi-Los rendition of the song "Noah," written especially for the occasion.

The stories will center around Dr. Sam Rinehart's veterinary hospital, its patients and the relationships of the three people who work there; Noah McCann (Paul Burke), Liz Clark (May Wynn) and Sam Rinehart (Vic Rodman). The Southern California Veterinary Medical Assn. and the American Humane Assn. will work closely in the production of *Noah's Ark*, and some stories will be based on actual cases. As Mr. Webb put it: "All stories will be credible and accurate . . ."

It appears that Mr. Webb and Mark VII have a subject that will appeal to the viewing public in *Noah's Ark*. Lets hope that the writers keep the animals in the forefront and do not let the "synthetic" troubles of the supporting players (humans) take precedence.

Production costs: Approximately $40,000.
Sponsored by Liggett & Myers Tobacco Co. for Chesterfield cigarettes through McCann-Erickson and Max Factor through Doyle Dane Bernbach on NBC-TV, Tues., 8:30-9 p.m. in color and black-and-white.
Producer-director: Jack Webb; writers: Jack Webb and Frank Burt; associate producer: Olan Soule; assistant director: Harry D'Arcy; director of photography: Edward Coleman; supervising film editor: Robert M. Leeds; musical director: Dave Buttolph.
Stars: Paul Burke as Dr. Noah McCann; May Wynn as Liz Clark, and Vic Rodman as Dr. Sam Rinehart.

OPEN MIKE

Treasure Hunts

EDITOR:

I have just finished reading your Sept. 10 issue, which, as usual, I enjoyed very much. Your magazine, in my business, is a must.

I could not keep from being amused, however, on the large play up you gave to WRCA in New York City. . . . We here at KFTM have carried two treasure hunts wherein we gave $1,000 bill in "cash" as early as September 1955. This was a "cash" giveaway, not a $1,000 gift certificate. Our treasure hunt was carried on in exactly the same manner as is being carried on by WRCA. . . . Even I can not take credit for the birth of the idea. I stole the treasure hunt idea from *BMI Newsletter* and changed it to fit working conditions at KFTM.

We here, in a very small market station, wonder why an idea such as this can get played up only if it is handled by a big station. I suppose such is the lot of those who serve the American people in the "sticks." How about publishing this letter in your magazine so that BMI people who gave the idea, free of charge, to the industry, can receive the credit which they properly deserve.

Robert H. Dolph, Pres.
KFTM Fort Morgan, Colo.

[EDITOR'S NOTE: B•T's picture story on WRCA's treasure hunt neither said nor implied that this was the first or only such stunt ever conducted by a station. The piece was run (a) because of the excellence of the pictures and (b) because WRCA really set New York on its ear and when a station generates interest like that it constitutes news which we cannot avoid reporting, despite our editorial opposition to giveaways.]

Too Personal Public Service

EDITOR:

A letter in B•T for Sept. 17 from Bert Charles of WVKO regarding personal public service reminds me of what happened on our *Swap Shop* program a month ago.

A woman whose husband was missing asked us to find him through *Swap Shop* after regular police agencies had failed. After one airing the man was found working on a farm in our listening area. Last week we received the following postcard from him:

"Why don't you mind your own g— d— business."

William J. Kiewel, Mgr.
KROX Crookston, Minn.

Telemat

EDITOR:

We would like to have written permission to have photostats made of your article on Telemat which appears in your Sept. 10 issue.

Alan Wise, Prod.
Telemat, Beverly Hills, Calif.

[EDITOR'S NOTE: Permission granted.]

Wants Woodies Story

EDITOR:

Please send 10 copies of the article in the Sept. 10 issue entitled "A Prestige Department Store Discovers in Radio Productive, and Profitable, Vehicle to Success."

Dean Fleischman, Comml. Mgr.
WSPB Sarasota, Fla.

EDITOR:

Please advise if you can make available reprints of your fine article on Woodward & Lothrop's use of radio . . .

If reprints are available, please quote prices for 100 and 200 copies.

F. Parker Hoy, Stn. Mgr.
WLAM Lewiston, Me.

[EDITOR'S NOTE: Reprints are available at 15 cents each in quantities up to 100, $10 per 100 above that to 1,000. $80 per 1,000. Rates for larger quantities on request.]

Right Day, Wrong Month

EDITOR:

I see in your Sept. 17 B•T that WBFY Charlottesville, Va., was granted an extension of its construction permit to 4-29-57.

The FCC informs me that WBFY was granted an extension to 12-29-56.

Lawrence Kennedy, Owner
WBFY Charlottesville, Va.

NIELSEN REPORTS

KYW AGAIN BREAKS THE SOUND BARRIER AS CLEVELAND'S TOP RADIO STATION

35.9% of the total area audience listens to KYW according to the July, 1956 Nielsen report. This gives KYW a 40.7% lead on the nearest competition. Makes the second consecutive rating period that KYW's total audience share has increased. And this in an area (Northern Ohio) where radio listening is on the upswing (showed gains of 24% over the last Nielsen).

And here's another example of KYW's supersonic appeal . . . from 6 a.m. to 9 a.m. an average of 90,000 area radio homes are tuned in with 51% of them dialed to 1100 for KYW's radio active programming.

Let KYW Skyrocket your sales in Northern Ohio. It's easy to find out how. John McIntosh, KYW Sales Manager will tell you. CHerry 1-0942, Cleveland. Or call "Bink" Dannenbaum, WBC VP Sales: MUrray Hill 7-0808, New York City.

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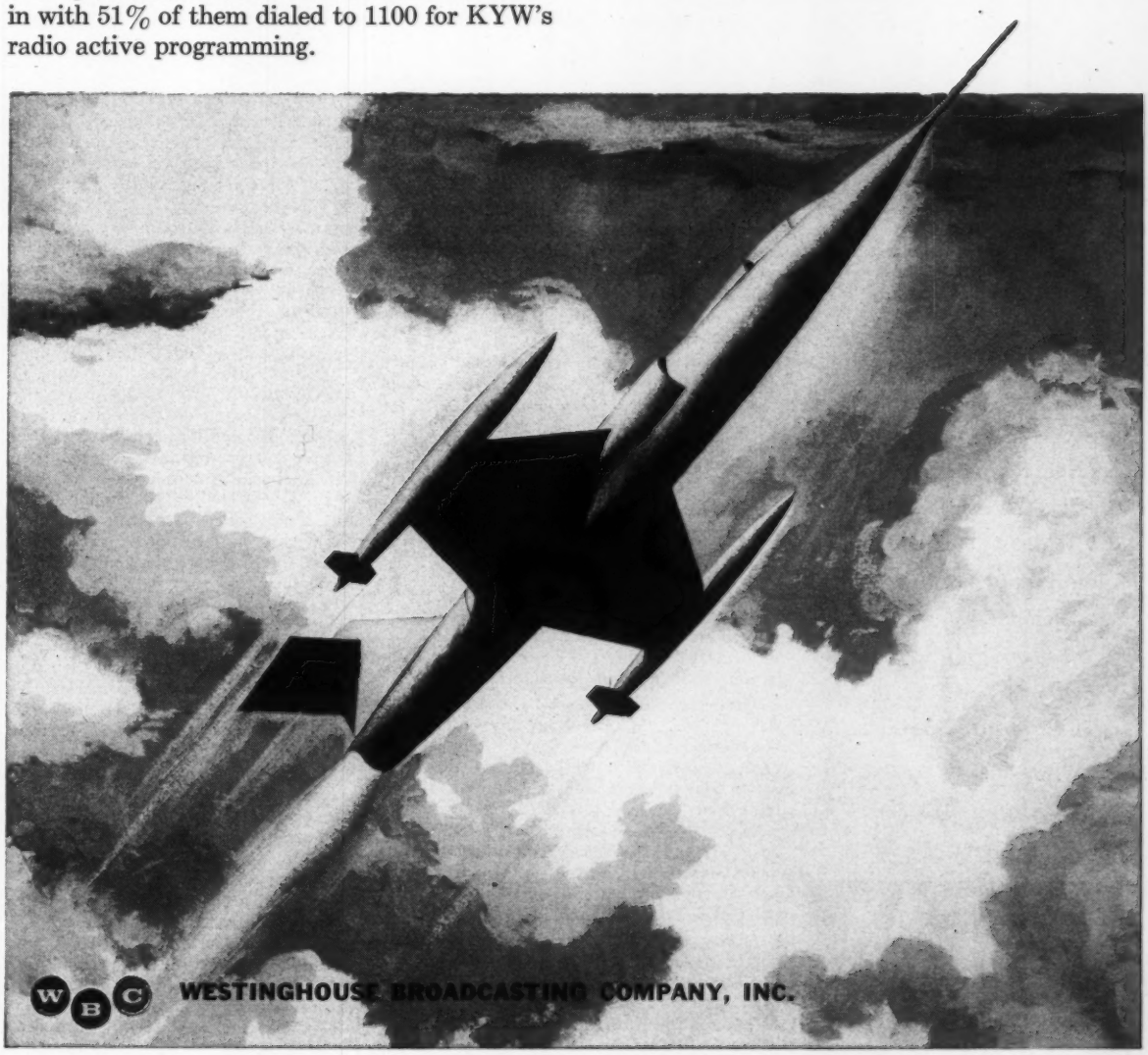
KYW



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*Hooper, June 1956

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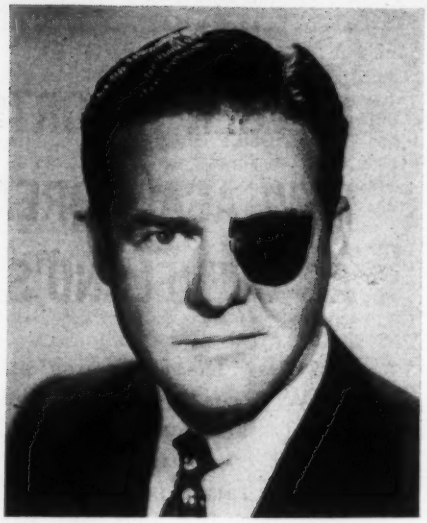


MATTHEW J. CULLIGAN, NBC's new vice president in charge of radio, uses the term "imagery-transfer" to indicate to advertisers that they are weakening the impact of their large-scale advertising in other national media if they neglect network radio.

Preparatory to revamping the NBC Radio programming structure to make the medium more attractive to advertisers, Mr. Culligan is acquainting potential sponsors with the concept of "imagery-transfer." It is Mr. Culligan's contention, based on recent research that the consumer has a short memory: costly sponsorship of television program or a full page color advertisement in a major magazine may well miss its mark because after the second day, the remembrance value of the advertisement is cut by 80%. That, Mr. Culligan continues, is where network radio comes in: it can extend the "image" of the ad on the three or four days after the advertisement appears in other major media through repetition at a fairly low cost per thousand.

Only a few weeks after he assumed his present post [B•T, Aug. 27] Mr. Culligan took steps to assure the remembrance value of his concept, because some advertisers and advertising agency executives have short memories too. All NBC Radio letterheads are imprinted with "Imagery-Transfer, NBC Radio," as are all memoranda and even napkins in several restaurants in the Radio City area. Mr. Culligan reports that the reasoning behind the phrase is gathering acceptance among advertisers. Further afield, the Society for General Semantics learned about the concept and is considering a research project, in association with NBC Radio, to ascertain whether the concept has any value in the broad field of communications.

This type of creative salesmanship has stamped Mr. Culligan's career ever since his boyhood days in New York when he was grocery store sales clerk and moved on to other sales posts in industry and in radio and television. Matthew Joseph Culligan (everyone calls him Joe) was born in New York on June 25, 1918, and attended All-Hallows Institute and Columbia U. He did not obtain a degree but accepted his first full-time sales post with the Royal Typewriter Co. in 1938.

During 1939-40 Mr. Culligan was a lecturer-demonstrator at the New York World's Fair. Subsequently he returned to Royal Typewriter's sales staff and remained there until 1941, when he entered the U. S. Army as a private.

Mr. Culligan was commissioned a second lieutenant in the infantry in 1942 and after serving in various camps in the U. S. was shipped overseas in June 1944 and attached to the famed First Division as an officer of a heavy weapons company. During the Battle of the Bulge in December 1944, Mr. Culligan lost the sight of his left eye when a grenade exploded near him. Today, he wears a black eye-patch and, according to friends, not only isn't self-conscious about it but is gratified that his injury was not more severe. He was released in 1945 as a first lieutenant.

Mr. Culligan decided on an advertising career after World War II and in 1945 became associated with *Good Housekeeping* magazine as a space salesman. He remained there until 1950 and during his tenure, he originated and developed the magazine's home building department, which he managed. In 1950 he joined the Ziff-Davis Publishing Co., New York, serving as advertising director of *Radio-TV News, Modern Bride, Flying* and *Photography* magazines. He remained with Ziff-Davis for a year, and then served for another year as vice president of John Sutherland Productions, New York, producers of industrial and educational motion pictures and tv films, before accepting a post as sales specialist for NBC-TV in 1952.

At NBC-TV, Mr. Culligan was assigned to the then fledgling *Today* program. He is credited with having developed the show into an overall advertising - merchandising - promotion vehicle, stressing the "star-value" of the program. In 1954 *Today* grossed $11 million, recognized as the largest single-year gross for any entertainment program. The success of *Today* prompted NBC-TV to advance Mr. Culligan to sales supervisor of both *Today* and *Home* when the latter show was launched in 1953. Shortly thereafter, when *Tonight* was added to the schedule, he was promoted to sales manager of participating programs. On Nov. 15, 1954 he was appointed to the newly created post of national sales manager of NBC-TV and on Dec. 5, 1955, he was elected a vice president. He assumed his present post last Aug. 27.

Mr. Culligan believes that network radio must be appraised "realistically." He acknowledges that the medium never will approach the magnitude of the pre-television era but contends that it deserves a "rightful place" in the advertising economy. A revamping of the NBC Radio programming, according to Mr. Culligan, will begin after the first of the year.

Mr. Culligan married the former Doris Dernberger of Monmouth County, N. J., in 1946. She was formerly an editor of *Good Housekeeping*. They live in Rye, N. Y., with their four children—Kerry, 9½; Susan, 8; Caroline, 6 and Eileen, 4. For relaxation, Mr. Culligan likes golf and horseback riding. He is a member of the Apawamis Golf Club in Rye and the Boulder Brook Club in Scarsdale, N. Y.

4th Television Market In Texas

. . . and growing all the time!

165,000 SETS NOW IN RANGE OF THE MAXIMUM POWER KCMC-TV SIGNAL

- 28,000 Sets in the Recently Designated Texarkana Metropolitan Area In Which KCMC-TV Registers 85% Total Weekly Share of Audience.
- 100,000 Sets in 26 Counties Where KCMC-TV Has 58% Total Weekly Share of Audience.
- Plus Substantial Penetration of 17 Other Counties.

Only KCMC-TV Can Deliver This 4 States Market

because . . .

- 250 Hours per Month Sponsored Network Programs
- 100,000 Watts on Channel 6
- Over 3 Years on the Air
- 18 Hours Per Day Service
- Network Color Facilities

KCMC-TV

CHANNEL 6
Texarkana, Texas–Arkansas

CBS — INTERCONNECTED — ABC

Represented by
Venard, Rintoul & McConnell, Inc.

Walter M. Windsor
General Manager

Richard M. Peters
Dir. Natl. Sales & Promo.

It's True...
FLINT WOMEN
Love WKMF

After all, more Flint women listen to WKMF than to any other Flint station! So, if you want to sell FLINT, MICHIGAN... if you're selling something that women buy, or if you want the ladies to hear your story (so they can influence hubby), then put your money where it buys the biggest women's audience per dollar spent... WKMF!

SAVE up to 15%

By Buying 2 or More of these Powerful Stations
WKMH WKMF WKHM WSAM
Dearborn-Detroit Flint, Mich. Jackson, Mich. Saginaw, Mich.
Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMF FLINT, MICHIGAN
Fred A. Knorr, Pres.
Eldon Garner, Mg. Director
Represented by HEADLEY-REED
The Community Stations

KNORR BROADCASTING CORP.

STEPHEN MICHAEL SUREN

on all accounts

ONE of the more rabid advocates of reading the advertising trade press is Sullivan, Stauffer, Colwell & Bayles' Stephen Michael Suren. For Mr. Suren, a farmer's boy whose roots by this time are well embedded in Madison Ave.'s asphalt, admits that had it not been for a trade press "squib" that appeared more than 10 years ago, he wouldn't be buying time for a group of SSC&B accounts that by themselves bill $4.5 million in broadcast media.

The item: "Ruthrauff & Ryan's Ray Sullivan, Don Stauffer and Haegan Bayles will team up with J. Walter Thompson's Bob Colwell and hang out their own shingle . . ."

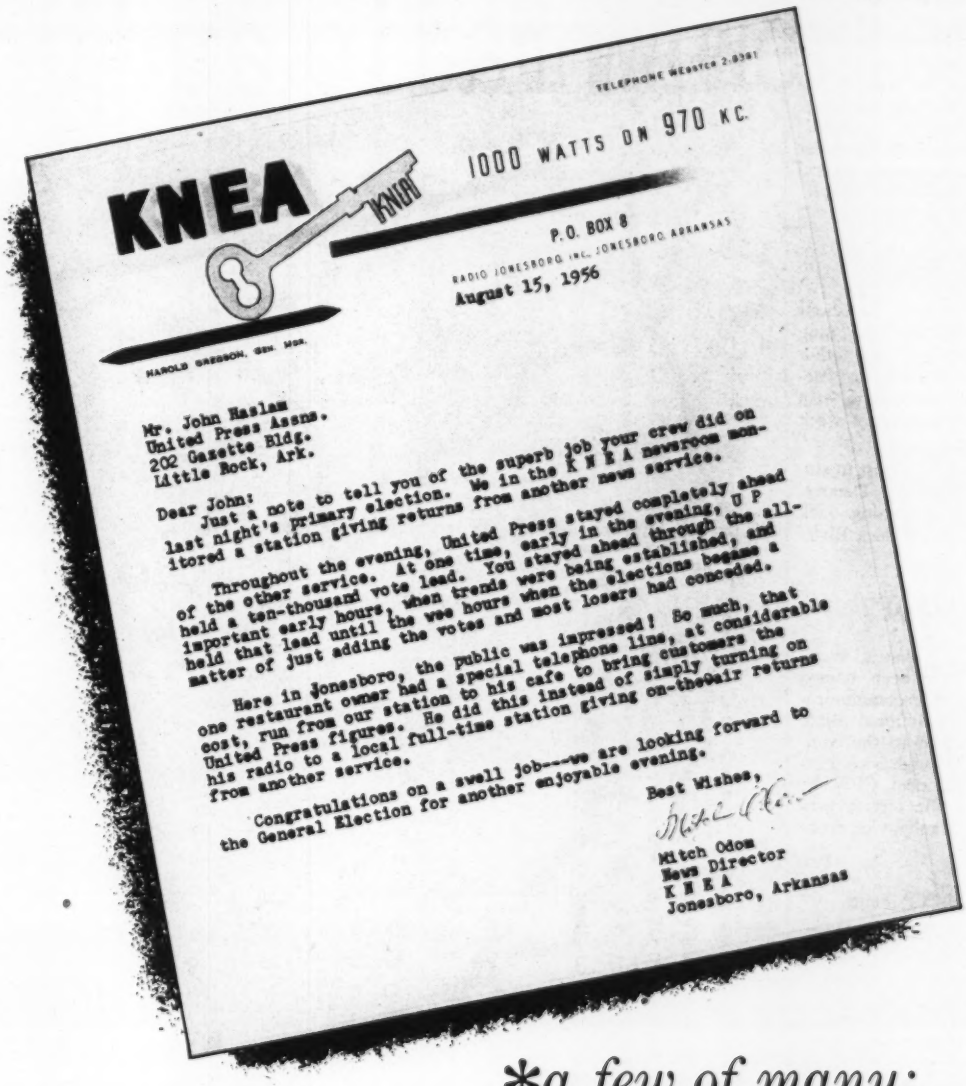
Steve Suren, discharged after a wartime hitch in the Army Air Forces, wasted little time in drafting a letter to the young firm, and suffice to say, he's been there ever since—on his first and only fulltime job—serving as media checker, later as estimator and finally, as timebuyer.

Born in the hamlet of Brinkerton, Pa. (pop. 90), and raised on his father's farm in Fairfield County, Conn., Steve Suren amplified his non-agricultural intentions with a B.A. in journalism from the U. of Illinois (Class of '40). His first practical newspaper experience was gotten as a cub reporter on the Ansonia, Conn., *Evening Sentinel*, an experience that was abruptly terminated following America's entry into World War II. "As a veteran," Mr. Suren recalls, "I was as confused about my future as the next guy, but I was sure that I wanted to get into advertising."

Today, he's into it up to his hipboots. Of his four account responsibilities (Carter Products, "Junket" Brand Foods, Smith Bros. and Sperry & Hutchinson Co.), the one that keeps Steve Suren "hopping" is Carter's Arrid Cream deodorant. In addition to lining up Carter's impressive radio-tv spot announcement schedule, he also has recently placed numerous film packages in something like 20 markets. His other duties call for supplementing "Junket's" participation in CBS-TV's *Capt. Kangeroo* with several children's shows in 10 markets, maintaining S&H Green Stamps' purchase of NBC-TV's *Home* and *Perry Como* programs, as well as keeping the Smith Bros. active in Canadian spot "in about 20 markets, depending on whether you like menthol, wild cherry or plain" cough drops.

Some habits simply "can't be shook," Mr. Suren feels, and well he ought to know. The Surens (he married the former Clara Szauter in 1949) spend week-ends "farming" on their one-third acre plot in Crestwood, N. Y.

Wherever you are...*
U. P. News Produces!



TELEPHONE WEBSTER 2-9391

KNEA KNEA 1000 WATTS ON 970 KC.

P.O. BOX 8

RADIO JONESBORO, INC., JONESBORO, ARKANSAS

HAROLD GRESSON, GEN. MGR.

August 15, 1956

Mr. John Haslam
United Press Assns.
202 Gazette Bldg.
Little Rock, Ark.

Dear John:

Just a note to tell you of the superb job your crew did on last night's primary election. We in the K N E A newsroom monitored a station giving returns from another news service.

Throughout the evening, United Press stayed completely ahead of the other service. At one time, early in the evening, U P held a ten-thousand vote lead. You stayed ahead through the all-important early hours, when trends were being established, and held that lead until the wee hours when the elections became a matter of just adding the votes and most losers had conceded.

Here in Jonesboro, the public was impressed! So much, that one restaurant owner had a special telephone line, at considerable cost, run from our station to his cafe to bring customers the United Press figures. He did this instead of simply turning on his radio to a local full-time station giving on-the-air returns from another service.

Congratulations on a swell job---we are looking forward to the General Election for another enjoyable evening.

Best Wishes,

Mitch Odom
News Director
K N E A
Jonesboro, Arkansas

**a few of many:*

"Best coverage ever"—*Alabama*
"Would have been rough without you"—*California*
"Way ahead; we ignored opposition"—*Maine*
"Completely overrode the opposition!"—*North Dakota*
"I'm convinced"—*Ohio*
"Hundreds of votes ahead all night long"—*Oklahoma*
"Set trend immediately"—*Washington*
"Far ahead and right"—*West Virginia*

United Press

UNITED PRESS ASSOCIATIONS, 220 EAST 42ND STREET, NEW YORK

WBC Produces Six Jingles For AHF 'Get out the Vote'

WESTINGHOUSE BROADCASTING Co., in cooperation with American Heritage Foundation, has produced a series of six musical announcements designed to aid AHF's "register-and-vote" campaign. The jingles, now being sent to U. S. radio stations, are to be used within musical programs and allow time for local live cut-ins giving local registration dates and places.

The songs, sung by "The Three Beaus and a Peep," were written and produced by WBC National Program Manager William Kaland and scored by composer Roy Ross. This marks the second time this year that WBC has prepared such public service material for use on other radio stations, as the company released several months ago its "Sing Along for Mental Health" jingles.

Get-Out-Vote Film Ready

AMERICAN Heritage Foundation's half-hour tv film "See You at the Polls," featuring Bing Crosby, Bob Hope, Ethel Merman and other stars, now is ready for distribtution to television stations for unlimited showings to help get out the vote, it was announced last week by Jack Denove Productions.

Mailing expenses will be the only cost to stations requesting the film, said Mr. Denove. Prints may be obtained by contacting Jack Denove Productions, 6611 Santa Monica Blvd., Hollywood 38, Calif.

McGannon Heads NBW

DONALD H. McGANNON, president of Westinghouse Broadcasting Co., has been named honorary special chairman for the communications industry observance of National Bible Week, Oct. 15-21. Others named to the committee include Geraldine B. Zorbaugh, vice president, ABC; E. L. Saxe, vice president, CBS-TV; Edward Stanley, manager, public service programming, NBC, and Robert Manby, vice president, General Teleradio.

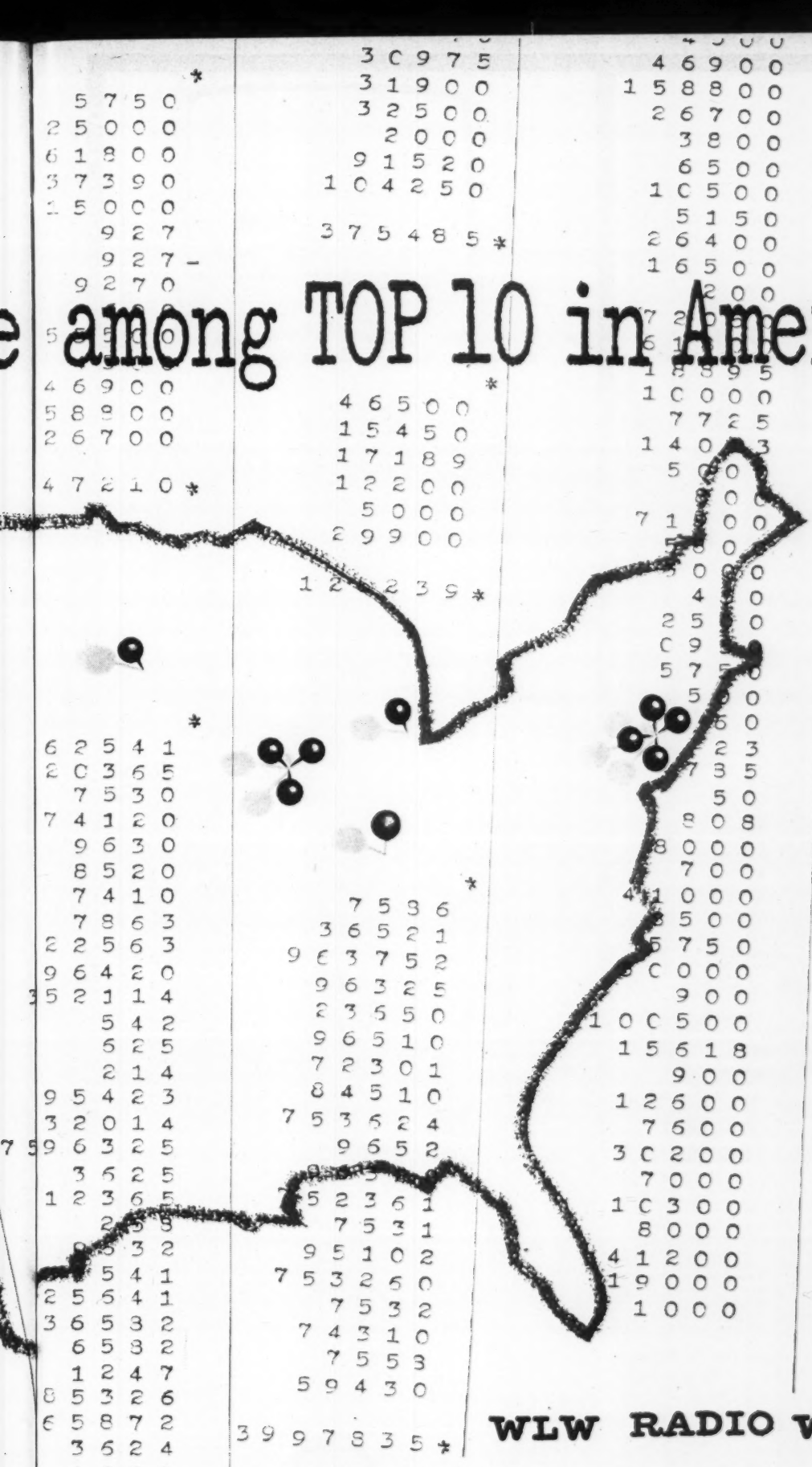
WBRC-TV Telethon Aids CP Fund

THE entire staff of WBRC-TV Birmingham, Ala., was on hand for the station's annual "Celebrity Parade" telethon, which brought in almost $100,000 to the Cerebral Palsy Fund. Talent included actor Vincent Price and musical comedy performers Judy Lynn and Betty Ancona. Forty telephone operators took pledges' calls during the eighteen-hour stretch, and telegraphed donations were handled directly from the stage. Benny Carle, foreman of WBRC-TV's *Circle 6 Ranch*, got his "30,000-plus hands" busy collecting piggy banks, jars, and bags full of money. By afternoon he was practically mobbed by children wishing to turn in their donations and shake the foreman's hand, according to the station.

Newscaster Offers Rare Blood Type

ADD PENFIELD, newscaster on WBIG Greensboro, N. C., answered an appeal for a rare type of blood to aid an accident victim. An 11-year-old boy was accidently shot by his brother in a back-yard game of "cops and robbers" at Lumberton, N. C. Mr. Penfield responded to the appeal for Rh blood when hospital authorities asked stations to request it. Another Greensboro resident also contributed the rare blood type to the injured youth.

e among TOP 10 in America

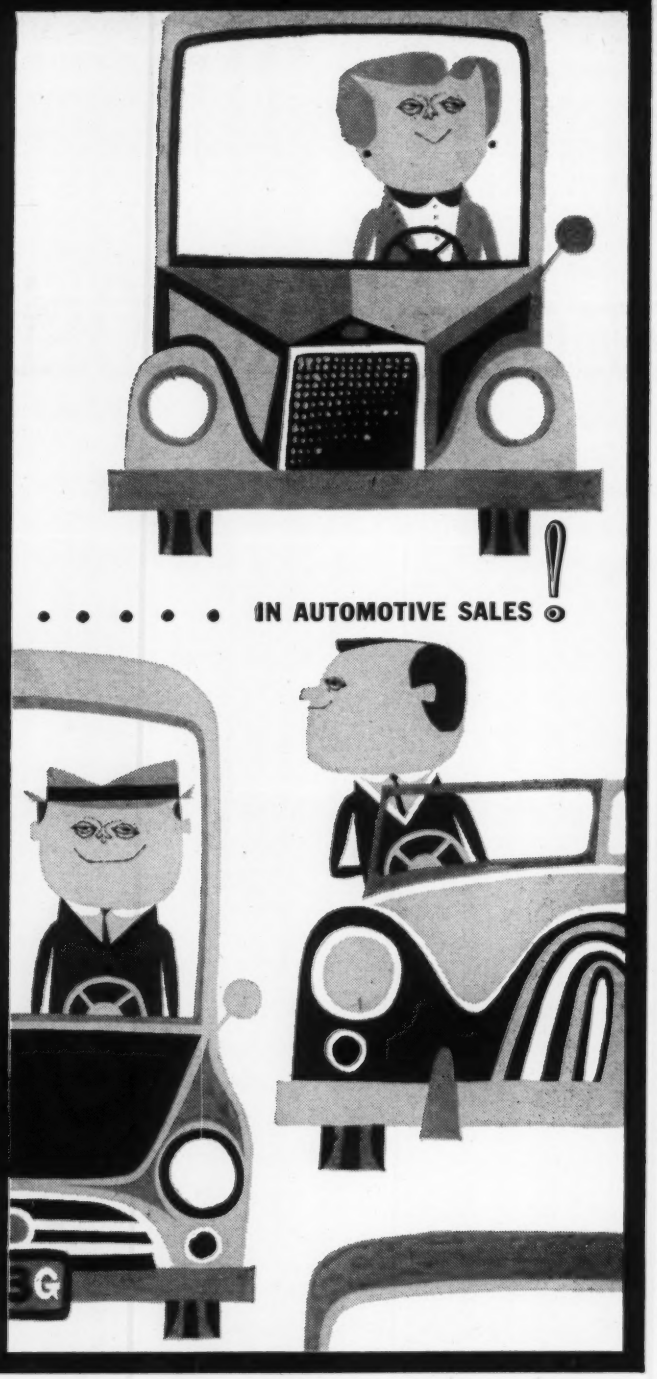


A. C. Nielsen Company Reports . . . WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

WLW RADIO WORLD

Sales Offices: New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

CAPITAL BOOM . . . . . IN AUTOMOTIVE SALES !



Things are moving faster than ever in the nation's Capital. Washingtonians are riding high, wide and handsome . . . accounting for the greatest automotive sales volume in Capital history.

In just five years, Washington automotive dealers' annual sales have risen $85 million—an *increase* greater than the total sales of Salt Lake City or Richmond for all of last year. Washington's *total automotive sales for* 1955 reached a staggering $420,335,000!

And more and more advertisers who want to go places in this growing metropolitan area are riding with the best *selling* vehicles—WRC and WRC-TV, Washington's *Leadership* stations. Billings for the first half of this year against those for the same period in 1954 show that automotive advertisers have *more than doubled their investment on these stations in just two years!*

You'll be riding in high style, too, when *you* go with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

October 1, 1956 Vol. 51, No. 14

BBDO RELEASES MAJOR STUDY ON RADIO IN TELEVISION ERA

- **Agency traces history of medium before and since tv**
- **Says radio still necessity for advertiser and public**
- **But post-tv changes have made radio buying hard work**

A NEW LOOK at radio as an advertising medium finds it not only much alive but a necessity both for the advertiser and the American public.

What makes this "re-evaluation" important is: the prestige on Advertising Row of the author of the report—BBDO, which ranked second in agency radio-tv billings last year, placing $49.5 million in television and $10.5 million in radio—and the identity of the report's recipients—BBDO's clients.

The new report, entitled "A Discussion of Radio," is being released today (Mon.) by BBDO as a 65-page analysis outlining the history and "potential" of radio as a medium. In this task, BBDO's radio-tv research department compiled statistics from numerous sources.

But, according to the agency, this is the first time they have been gathered into a "single source" for purposes of analysis.

As compared to an earlier BBDO briefing to agency account executives on radio's health nearly two years ago [B•T, Dec. 6, 1954], today's analysis is broader and comes to some startling — for radio's critics — conclusions. Among them:

• Daytime radio up to 3 p.m. reaches more than twice as many homes as television.

• National advertisers who wish to reach housewives in the daytime "can do an outstanding job with television in 30% of U. S. homes" but "for greater reach and frequency" radio is a *must* in 55% of tv homes and 100% of radio-only homes.

• Radio usage in the home averages two hours and 14 minutes a day between 6 a.m. and midnight. In radio-only homes average listening increases to more than three hours daily as compared to tv homes, where the count was one hour and 48 minutes.

• Most prolonged listening usually is in the afternoon, and radio usage in the morning "is in excess" of tv viewing though slightly less in duration per home with the sole exception of Saturday.

The report finds five areas in which radio is needed, and, the report points out, "radio will continue to play an important—if unglamorous —role in the lives of our people."

The five:

1. Radio is needed to "reach the majority of housewives in the daytime."

2. Radio is needed to reach teen-agers and young people both in and out of the home.

3. To reach the non-tv segment of the population—particularly in the South and on farms —radio is the medium.

4. "It [radio] is needed for the immediacy and scope of its information service."

5. And, radio is needed "in different ways by different people—sports lovers, music lovers, foreign language groups, farmers, shut-ins, travelers and all groups of minority interests."

But to serve all of these people and the advertiser, the report underscores that radio must be bought and programmed "judiciously."

From their careful analysis of radio, BBDO's researchers conclude that this is the most important change in radio today:

"While it is a universal medium, reaching almost everybody at some time during the day and in the course of the broadcast week, no more than a small percentage of these people is ever tuned in to a particular program at any one time (5%)."

What does this mean to the advertiser? BBDO notes: "This underlies the great need for frequency of commercial message, if an advertiser who needs to talk to many people is to achieve that in radio. It underlies the need for many advertisements broadcast over a great span of time in order that these advertisements will reach a goodly percentage of this huge audience."

The future of radio? BBDO declares its feeling to be that "the strength of radio will continue and even grow on a local and regional basis."

If one has doubts, BBDO suggests a tune-in to "a good local station in any market to hear how many advertisers are making use of the medium, whether they be a one-unit beauty shop, a used car dealer or a national advertiser."

The agency also concludes that radio's big trouble came about because of the speed with which tv arrived on the scene. The loss of favor and defection of audience were "unfairly increased" by a movement of important program people from radio to tv. This suddenly siphoned off "much of the brain power and a goodly percentage of the energies (and money) which built radio."

Not only was this true "right down the line with the programming" but also with the advertising agency and the "offices of the advertisers themselves."

Because of this sudden exodus of creative sources, planners and capital, radio was slow to realize "that a change was called for—a drastic change in the approach to programming and advertising."

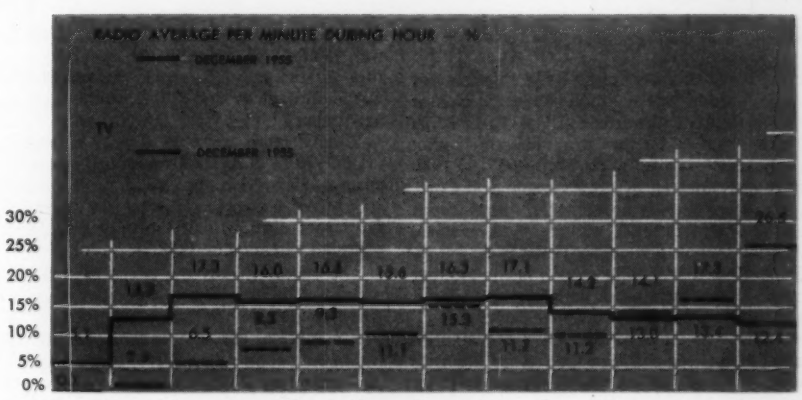
Radio attempted for months and even years to go along as if "nothing had happened . . . Programming was done as it had been before television . . . Methods of selling and methods by which it was used by advertisers all seemed to ignore the fact that tv was competing with radio."

In noting that radio's strength will increase locally and regionally, the study also claims that the influence of the "powerhouse" station has been relegated to the past along with "tonnage buys" (in which low cost overrides other considerations).

The BBDO report is divided into three parts:

THE DAYTIME AUDIENCE

BBDO's analysis shows that, in spite of television's hold on evening hours, radio is listened to in more homes during 75% of the time from 6 a.m. to 6 p.m. than tv is watched. Up to 3 p.m., it shows, radio reaches more than twice as many homes as television. The chart below demonstrates that finding (in New York time, Mon.-Fri.).



Source: A. C. Nielsen Co.

NO TELEVISION WANTED HERE

"BUSINESS is terrific," reports Time & Copy, a Memphis advertising agency which represents radio advertisers exclusively and bills itself as the "nation's only all radio agency."

The agency was formed in May of this year by Jan Gardner, Ruth Taylor and Bailey Campbell, who "didn't like the step-child category relegated to radio by many agencies." And, they said, these same agencies used radio as the "foot in the door" for acquisition of big accounts.

Misses Gardner and Taylor are active in the management of the agency while their

MISS GARDNER MISS TAYLOR

partner, Mr. Campbell, is not active in the firm but serves as a sales consultant. Time & Copy now represents 14 advertisers with one national (Tasti-Diet Foods, Stockton, Calif., on a market-by-market basis) and six regional accounts.

A monthly newsletter, *What's New in Time & Copy* contains a choice selection of radio's "best buys" for each station in the Memphis area.

Within an hour after the August issue was delivered to a client, he had called Time & Copy for more details about a "best buy" on an 8:55 a.m. newscast. Within two hours, the client had signed for the newscast.

Miss Taylor reports that the organizational problems in forming Time & Copy were many, but that radio stations accepted the agency from the very beginning. Stations have provided long range merchandising programs utilizing bus cards, billboards, direct mail and other media at little or no extra cost to clients.

The agency's regional accounts include Ashworth Chemical Co. (Lovers Moon cosmetics), G. M. Baird Co. (distributor of Foley rotary power mowers), Tom Holloway Distributing Co. (Sylvania tv), W. L. Roberts Co. (distributor of Amana freezers), Wallace E. Johnson Inc. (real estate) and Cribb's Sausage Co. Local clients are Faulder Distributing Co. (Pabst beer), Paddock Swimming Pools, Downtown Assn. of Memphis, Pryor Oldsmobile Inc., General Home Service (tv and appliance retailer), Automobile Sales Co. (De-Soto-Plymouth) and Sterling Furniture Co.

the first reviewing radio's accomplishments, impact and major areas of influence until 1948; the second, the change of emphasis in some of these areas wrought by tv in the period 1948-56; and finally, the values of radio today "and suggested means of taking advantage of them."

In 1927, there were 722 radio stations operating and as of January 1948, despite the depression and the war, the number mushroomed to 1,621 am stations operating, 374 fm stations and 19 tv stations. Radio homes grew from 6,750,000 (24% of U. S. homes) in 1927 to 94% of U. S. homes in 1948.

Ratings for such programs as *Amos 'n' Andy* and *Major Bowes Amateur Hour* became legend. But as ratings dropped in the ensuing years, audiences grew in number along with an ever increasing number of radio homes. "By 1948 peak 'sets-in-use' had dropped 40%, but in numbers, audiences were vast."

As to radio's power as a political force, the study charts—again with an ever upward swing—the audiences which listened to President Roosevelt (the ratings taken from Hooper reports).

For the section on "radio as a salesman of ideas and goods," a bar graph shows the change in public attitude towards DuPont Co. via its *Cavalcade of America* program on radio. Periodic checks were taken from 1937 to 1940 in a study conducted by the Psychological Corp. It dramatizes visually how, by the fourth check made, the "favorable" attitude had reached 69.4 after having started at 21.0.

From 1948 to 1956 the growth in the number of radio homes continued, with 96.4% of families owning radios in 1956.

Similarly, the number of am radio stations increased in the eight-year span from 2,000 to almost 3,000. But despite this growth, radio moved from the foreground to the background as a mass entertainment medium and in political importance because of the emergence of television, according to BBDO.

With the continued growth of television, the radio sets-in-use level in the evening in 1956 is only 30% of what it was in 1948, 17% of what it was in 1930. With this reduced set usage has arisen a new "peak" time in radio listening—6-6:30 p.m. rather than 9-10 p.m. Nielsen studies for February 1956 show 12.5% sets-in-use at 6-6:30 p.m. as compared with 9.4% for 9-9:30 p.m.

While the evening sets-in-use has declined since 1948, the weekday daytime usage has fallen less sharply—only 29%. Similarly, daytime radio ratings have not dropped as drastically as evening ratings. A revealing comparison is that radio's top five weekday ratings are higher than evening ratings, a complete reversal of the former pattern.

Though the 1952 political conventions demonstrated the public's preference for television, according to the report, radio still ratains its importance as the prime source of news and information. A Politz study in 1953 indicated that in case of hearing about a rumor of a war, 54.8% of respondents said they would turn on the radio to check the report, 15.4% would turn on tv and 7.7% would telephone a newspaper.

Radio's importance as a news medium also is underlined in its sponsorship value. News and current events occupy the largest portion of sponsored network time in the evening—"a far larger portion than the most popular radio program category in 1948."

The report makes the point that "the automobile audience is not the only place where listening outside the home takes place. There are 8 million portable radios and 10 million radios in public places."

It continues: "While daytime radio can reach the housewife at home, it can also reach other family members at work or at play. Both at home and 'abroad' it can reach that elusive market, the teenager, and young men and women from 19 to 25 years of age."

What does all this mean for radio's future?

"It means that the buyer will have to recognize this 'work-a-day' status of radio and the many different needs it answers for many different kinds of people in many different localities," says the BBDO report.

"Except for situations in which network daytime radio is suitable, the emphasis will be on local and regional buys. The influence of the so-called 'powerhouse' stations is virtually a thing of the past. It is no longer possible to achieve effective coverage of one or more states with a single clear-channel station.

"Advertiser and agency will have to approach radio selectively. The days of 'tonnage' buys, where low cost overrides all other considerations, are over. Though price should, of course, be one factor to consider, even saturation campaigns should be examined from every aspect—the type of station, the type of program and the type of audience attracted.

"This also implies variations in the type of commercial copy—not a single appeal for all segments of the market.

"Buying radio will be harder work.

"It means harder work for the seller also. The burden of programming—and the finding out how to program—will lie with the individual station. The station which recognizes this need for qualitative information about its audience and takes steps to provide it will be ahead of the game.

The report then asks "what about networks?"

"Programming for network radio, particularly in the evening, is geared to the need to sell the medium through participations. . . .

"Network radio, while holding on to some of the things that have given it prestige in the past—such as news coverage—has, at the same time, been following along the same music-and-news pattern, with some innovations in short segment programming.

"Use of any one of these network participation plans eliminates the flexibility of local buys and selectivity in reaching special groups. Whether or not this is important depends on the advertiser and the type of message he wants to get across. Here again, 'suitability' is the main factor in determining what form of radio to buy."

Radio Is Better Than Tv Late at Night—WTTM Chief

THE CLAIM that more persons listen to radio between 10:30 p.m. and 1 a.m. than to television during the same period is being made in a talk by Fred E. Walker, WTTM Trenton, N. J., general manager. The talk, entitled "Wake Up at Night," is being presented by Mr. Walker before advertising clubs, agency personnel, and directly to advertisers.

The WTTM general manager declares that "the advertiser who limits his budget to early morning radio and daytime radio is forgetting a few basic habits of life."

"At night the radio advertiser hardly exists," Mr. Walker continues, "in spite of the fact that more people are listening to their radio at this time than are watching television at the same time. Your rating stories will show that television is turned off at either 10:30 or 11 p.m."

To substantiate this claim, Mr. Walker quotes from a Philadelphia Pulse survey of March 1956 which gives radio a total 11 p.m. rating of 11.4 and tv a 9.2 at the same hour.

"One of the main reasons why we obtain this audience is that radio still is looked to as the leader in late night news broadcasting, and radio can sell just as many products and services at night as it can in the morning," he says.

TV HOMES IN U.S. BY COUNTIES

SECOND county-by-county estimates of the distribution of television households among the nation's 3,070 counties and 48 states made by the Advertising Research Foundation are reported in the following tabulation. The listing shows, for each county and state, the total number of households, the total number of television households and the percentage of all households which have tv. County statistics are excerpted from ARF's copyrighted report "U. S. Television Households by Region, State and County—March 1956."

Essentially the same statistical bases are used as in ARF's first report of tv households as of June 1955 [B•T, April 30]: Nielsen Coverage Service estimates for small areas of one or more counties and U. S. Census Bureau's current population survey estimates of stated reliability for large geographical regions. Also as in the earlier study, ARF has prepared a table of standard errors which gives a measure of the precision of the estimates, showing how far they may deviate from the results of a complete enumeration and their chances of doing so.

Costs of the study, like those of the earlier one, were underwritten by three network organizations and two trade associations; ABC, CBS, NBC, NARTB and TvB. The report has been approved by ARF's technical committee and by its board of directors, representing the three major segments of advertising: advertisers, agencies and media.

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— Indicates percentage of tv households is under 10%

* Indicates state total includes estimated number of tv households in counties with less than 10% tv set ownership.

State and County	Total House-holds	TV Households %	TV Households Number
ALABAMA	**803,200**	**55**	**444,070**
Autauga	4,100	35	1,420
Baldwin	11,500	62	7,120
Barbour	6,400	32	2,050
Bibb	3,800	46	1,740
Blount	6,700	58	3,910
Bullock	3,500	39	1,350
Butler	6,400	35	2,240
Calhoun	22,600	58	13,140
Chambers	9,400	46	4,300
Cherokee	3,800	51	1,920
Chilton	6,400	48	3,070
Choctaw	4,200	31	1,320
Clarke	6,200	34	2,120
Clay	2,900	42	1,220
Cleburne	2,600	51	1,320
Coffee	7,100	30	2,120
Colbert	11,300	26	2,920
Conecuh	4,400	28	1,250
Coosa	2,500	42	1,060
Covington	9,900	30	2,960
Crenshaw	4,400	39	1,720
Cullman	11,600	73	8,490
Dale	4,700	36	1,680
Dallas	14,200	40	5,680
De Kalb	11,000	37	4,040
Elmore	7,100	45	3,170
Escambia	7,300	45	3,260
Etowah	27,700	57	15,830
Fayette	4,300	43	1,860
Franklin	6,000	38	2,290
Geneva	5,900	24	1,390
Greene	3,400	29	990
Hale	4,500	29	1,300
Henry	3,700	36	1,330
Houston	12,300	47	5,820
Jackson	8,500	39	3,320
Jefferson	170,500	78	133,390
Lamar	3,500	43	1,520
Lauderdale	15,000	27	4,070
Lawrence	6,100	41	2,510
Lee	11,000	44	4,800
Limestone	8,200	40	3,300
Lowndes	3,500	35	1,210
Macon	6,600	34	2,240
Madison	20,700	42	8,590
Marengo	6,700	36	2,430
Marion	6,400	38	2,450
Marshall	11,500	47	5,350
Mobile	72,700	61	44,570
Monroe	5,300	31	1,650
Montgomery	42,900	72	30,830
Morgan	14,300	56	7,950
Perry	4,000	46	1,840
Pickens	5,000	31	1,530
Pike	7,200	35	2,500
Randolph	4,900	46	2,230
Russell	10,500	46	4,790
Saint Clair	6,300	58	3,680
Shelby	7,500	71	5,320
Sumter	5,100	36	1,850
Talladega	16,100	60	9,660
Tallapoosa	8,700	45	3,920
Tuscaloosa	23,700	58	13,800
Walker	15,200	74	11,280
Washington	3,300	31	1,040
Wilcox	4,600	31	1,440
Winston	3,900	41	1,610
ARIZONA	**292,200**	**58**	**168,460**
Apache	5,900	11	630
Cochise	12,300	21	2,560
Coconino	7,800	20	1,580
Gila	7,600	38	2,920
Graham	3,600	27	960
Greenlee	4,100	27	1,100
Maricopa	143,800	71	101,840
Mohave	2,200	11	240
Navajo	7,500	12	880
Pima	61,400	63	38,610
Pinal	15,000	61	9,140
Santa Cruz	2,600	31	810
Yavapai	6,800	21	1,440
Yuma	11,600	50	5,750
ARKANSAS	**509,600**	**46**	**234,610**
Arkansas	6,800	52	3,540
Ashley	5,400	40	2,160
Baxter	2,400	23	550
Benton	10,800	24	2,580
Boone	4,100	34	1,400
Bradley	3,500	33	1,170
Calhoun	1,500	33	500
Carroll	3,400	26	890
Chicot	5,600	40	2,240
Clark	5,800	41	2,400
Clay	6,200	35	2,150
Cleburne	2,300	17	390
Cleveland	1,900	33	630
Columbia	6,900	40	2,740
Conway	3,900	41	1,590
Craighead	13,400	61	8,170
Crawford	6,100	30	1,850
Crittenden	13,600	51	6,870
Cross	5,900	47	2,790
Dallas	3,000	41	1,240
Desha	6,300	31	1,960
Drew	4,100	37	1,510
Faulkner	5,800	45	2,600
Franklin	2,700	26	710
Fulton	2,000	28	570
Garland	15,800	51	8,120
Grant	2,400	38	900
Greene	7,000	35	2,420
Hempstead	5,600	31	1,740
Hot Springs	7,200	38	2,700
Howard	2,700	48	1,290
Independence	5,500	41	2,250
Izard	1,800	17	310
Jackson	7,100	41	2,900
Jefferson	23,300	48	11,280
Johnson	3,900	28	1,100
Lafayette	3,100	31	970
Lawrence	4,800	46	2,180
Lee	6,300	45	2,820
Lincoln	3,200	37	1,180
Little River	2,700	48	1,300
Logan	4,400	26	1,160
Lonoke	6,300	53	3,320
Madison	2,500	26	660
Marion	1,800	23	420
Miller	10,800	72	7,770
Mississippi	18,400	55	10,030
Monroe	4,900	45	2,190
Montgomery	1,400	31	430
Nevada	3,200	41	1,320
Newton	1,600	26	420
Ouachita	10,800	33	3,550
Perry	1,100	49	540
Phillips	13,200	39	5,120
Pike	2,200	31	680
Poinsett	7,500	52	3,920
Polk	3,500	31	1,090
Pope	5,400	28	1,520
Prairie	3,100	52	1,620
Pulaski	71,300	64	45,550
Randolph	3,100	28	880
St. Francis	8,700	48	4,180
Saline	6,700	49	3,310
Scott	1,800	26	480
Searcy	2,500	23	580
Sebastian	21,900	71	15,530
Sevier	2,300	48	1,110
Sharp	1,900	17	320
Stone	1,500	17	260
Union	15,500	47	7,250
Van Buren	2,100	41	850
Washington	15,500	35	5,410
White	9,800	39	3,790
Woodruff	3,900	47	1,850
Yell	3,200	26	840
CALIFORNIA	**4,312,300**	**74**	**3,177,350**
Alameda	284,800	76	215,730
Alpine	200	46	90
Amador	2,500	47	1,160
Butte	22,000	53	11,610
Calaveras	2,900	47	1,350
Colusa	3,500	47	1,650
Contra Costa	99,300	72	71,870
Del Norte	6,400	29	1,880
Eldorado	5,700	47	2,650
Fresno	94,100	66	62,490
Glenn	4,700	47	2,210
Humboldt	30,600	61	18,570
Imperial	18,000	45	8,100
Inyo	3,900	20	790
Kern	75,700	70	52,620
Kings	13,700	73	10,050
Lake	3,800	47	1,790
Lassen	5,400	14	730
Los Angeles	1,799,600	79	1,421,680
Madera	10,600	71	7,540
Marin	34,900	73	25,300
Mariposa	1,300	46	600
Mendocino	17,200	27	4,600
Merced	24,100	58	13,980
Modoc	3,000	14	400
Mono	800	46	370
Monterey	48,900	63	30,920
Napa	16,100	39	6,350
Nevada	6,200	41	2,520
Orange	121,700	76	91,980
Placer	13,800	57	7,870
Plumas	3,800	41	1,550
Riverside	71,400	66	47,170
Sacramento	119,400	73	87,460
San Benito	4,300	52	2,250
San Bernardino	121,600	72	87,120
San Diego	266,200	78	207,640
San Francisco	277,800	77	213,910
San Joaquin	67,400	71	47,730
San Luis Obispo	20,100	50	9,980
San Mateo	109,600	76	82,840
Santa Barbara	35,000	66	23,120
Santa Clara	133,800	74	98,610
Santa Cruz	24,500	64	15,610
Shasta	13,800	34	4,680
Sierra	800	41	330
Siskiyou	10,200	22	2,230
Solano	38,000	72	27,360
Sonoma	41,900	65	27,400
Stanislaus	42,800	60	25,570
Sutter	8,700	49	4,290
Tehama	6,200	49	3,040
Trinity	2,400	49	1,180
Tulare	42,000	69	28,770
Tuolumne	4,600	46	2,120
Ventura	44,400	77	34,190
Yolo	16,200	46	7,450
Yuba	10,000	43	4,300
COLORADO	**465,900**	**58**	**271,050**
Adams	17,000	78	13,280
Alamosa	2,700	13	360
Arapahoe	22,300	68	15,130
Archuleta	700	20	140
Baca	2,500	18	460
Bent	2,100	18	390
Boulder	15,900	69	11,030
Chaffee	2,100	34	720
Cheyenne	1,100	17	190
Clear Creek	1,200	44	530
Conejos	2,300	13	310
Costilla	1,200	23	270
Crowley	1,400	46	640
Custer	600	39	240
Delta	5,400	24	1,320
Denver	159,100	75	118,800
Dolores	600	13	80
Douglas	1,200	37	450
Eagle	1,100	28	310
Elbert	1,100	37	410
El Paso	33,800	54	18,250
Fremont	5,400	39	2,110
Garfield	3,700	9	340
Gilpin	200	44	90
Grand	1,100	28	310
Gunnison	1,600	13	210
Hinsdale	100	20	20
Huerfano	2,900	23	650
Jackson	700	28	200
Jefferson	25,500	73	18,520
Kiowa	900	17	150
Kit Carson	2,600	17	440
Lake	1,700	34	590
La Plata	4,100	13	520
Larimer	14,600	63	9,200
Las Animas	6,800	23	1,540
Lincoln	1,800	37	670
Logan	5,300	48	2,550
Mesa	13,800	45	6,180
Mineral	200	20	40
Moffat	1,700	13	220
Montezuma	2,900	13	370
Montrose	4,400	21	940
Morgan	5,300	53	2,780
Otero	7,600	46	3,470
Ouray	600	21	130
Park	500	34	170
Phillips	1,500	19	290
Pitkin	500	13	70
Prowers	5,000	18	920
Pueblo	29,200	55	16,120
Rio Blanco	1,700	9	160
Rio Grande	3,500	13	460
Routt	2,600	13	340
Saguache	1,400	13	180
San Juan	400	13	50
San Miguel	700	21	150
Sedgwick	1,500	19	290
Summit	400	28	110
Teller	600	34	210
Washington	2,400	48	1,150
Weld	20,000	71	14,240
Yuma	3,100	19	590
CONNECTICUT	**688,800**	**82**	**565,490**
Fairfield	178,100	83	147,290
Hartford	185,800	82	152,270
Litchfield	34,400	83	28,480
Middlesex	21,800	83	17,990
New Haven	183,000	83	152,620
New London	49,200	76	37,170
Tolland	15,100	81	12,240
Windham	21,400	81	17,430

NEXT TELESTATUS: OCT. 15

B•T's monthly TELESTATUS, usually in the first issue of each month, has been rescheduled to Oct. 15 as part of the Anniversary Issue. Thereafter TELESTATUS will revert to its regular publication date. TELESTATUS contains a complete listing of all U. S. and Canadian tv stations along with set counts, facilities, etc. The Tv NETWORK COMPARATIVE SHOWSHEET also is published as part of TELESTATUS.

State and County	Total House-holds	TV Households %	TV Households Number
DELAWARE	**108,300**	**86**	**92,960**
Kent	13,100	83	10,900
New Castle	73,100	87	63,540
Sussex	22,100	84	18,520
DIST. OF COLUMBIA	**253,000**	**83**	**209,990**
FLORIDA	**1,089,900**	**63**	**687,440**
Alachua	15,600	42	6,520
Baker	1,300	65	850
Bay	15,000	51	7,580
Bradford	2,600	65	1,680
Brevard	14,200	50	7,040
Broward	53,700	81	43,540
Calhoun	1,900	39	740
Charlotte	1,800	51	910
Citrus	1,600	33	530
Clay	4,700	61	2,850
Collier	3,200	51	1,640
Columbia	5,100	43	2,180
Dade	228,200	80	182,160
De Soto	2,300	33	770
Dixie	900	39	350
Duval	111,000	72	79,810
Escambia	43,100	63	27,230
Flagler	1,200	52	630
Franklin	1,400	17	240
Gadsden	7,600	24	1,810
Gilchrist	600	39	230
Glades	700	40	280
Gulf	2,500	39	980
Hamilton	2,200	43	940
Hardee	3,100	33	1,030
Hendry	1,800	40	730
Hernando	2,200	33	730
Highlands	4,500	40	1,820
Hillsborough	95,100	76	72,240
Holmes	2,800	24	680
Indian River	4,400	38	1,660
Jackson	8,200	21	1,730
Jefferson	2,400	31	740
Lafayette	700	39	270
Lake	13,000	50	6,440
Lee	9,700	51	4,910
Leon	14,700	17	2,510
Levy	2,600	33	860
Liberty	700	17	120
Madison	3,200	31	980
Manatee	13,900	58	8,100
Marion	12,800	37	4,740
Martin	3,000	38	1,130
Monroe	14,300	51	7,310
Nassau	3,600	67	2,410
Okaloosa	9,100	46	4,220
Okeechobee	1,100	49	540
Orange	53,700	61	32,810
Osceola	4,300	49	2,120
Palm Beach	51,900	71	36,920
Pasco	7,400	38	2,820
Pinellas	78,400	64	50,470
Polk	45,000	54	24,490
Putnam	7,600	52	3,960
St. Johns	8,400	61	5,100
St. Lucie	7,500	38	2,830
Santa Rosa	5,300	46	2,450
Sarasota	12,600	42	5,240
Seminole	9,700	39	3,770
Sumter	2,800	38	1,070
Suwannee	3,900	43	1,670
Taylor	3,600	31	1,100
Union	900	65	590
Volusia	29,700	37	10,840
Wakulla	1,300	17	210
Walton	3,800	24	910
Washington	2,800	24	680
GEORGIA	**948,900**	**62**	**584,880**
Appling	3,000	30	900
Atkinson	1,700	31	530
Bacon	2,200	54	1,190
Baker	1,100	31	340
Baldwin	5,000	39	1,960
Banks	1,500	56	840
Barrow	3,400	58	1,980
Bartow	7,000	82	5,730
Ben Hill	3,800	30	1,150
Berrien	3,000	31	940
Bibb	36,300	56	20,440
Bleckley	2,200	46	1,020
Brantley	1,500	33	490
Brooks	3,800	20	750
Bryan	1,400	43	600
Bulloch	5,600	37	2,050
Burke	5,500	36	1,990
Butts	2,200	67	1,480
Calhoun	2,000	31	610
Camden	2,300	52	1,200
Candler	1,800	35	620
Carroll	8,600	75	6,420
Catoosa	4,300	67	2,870
Charlton	1,100	52	570
Chatham	47,600	68	32,300
Chattahoochee	1,600	47	750
Chattooga	5,400	64	3,450
Cherokee	5,200	72	3,730
Clarke	10,700	52	5,540
Clay	1,300	40	520
Clayton	7,500	85	6,370
Clinch	1,400	37	520
Cobb	21,200	86	18,190
Coffee	5,500	31	1,720
Colquitt	9,000	34	3,060
Columbia	2,300	64	1,480
Cook	2,900	20	570
Coweta	7,100	60	4,260
Crawford	1,200	47	560
Crisp	4,700	46	2,170
Dade	1,700	64	1,090
Dawson	700	72	500
Decatur	6,200	25	1,570
De Kalb	48,700	84	40,800
Dodge	3,800	46	1,760
Dooly	3,100	46	1,430
Dougherty	14,900	54	7,970
Douglas	3,100	80	2,470
Early	3,900	25	990
Echols	500	37	180
Effingham	2,200	37	800
Elbert	4,400	57	2,510
Emanuel	4,300	27	1,170
Evans	1,500	43	640
Fannin	3,500	41	1,440
Fayette	1,900	85	1,610
Floyd	17,700	63	11,200
Forsyth	2,600	72	1,860
Franklin	3,300	56	1,850
Fulton	150,400	83	124,730
Gilmer	2,400	67	1,600
Glascock	700	51	350
Glynn	9,300	52	4,850
Gordon	4,600	67	3,060
Grady	4,600	25	1,160
Greene	2,800	43	1,200
Gwinnet	8,400	60	5,040
Habersham	4,100	51	2,070
Hall	11,100	83	9,200
Hancock	2,200	39	870
Haralson	3,600	80	2,880
Harris	2,600	51	1,340
Hart	3,200	57	1,830
Heard	1,500	60	900
Henry	3,700	78	2,880
Houston	7,000	54	3,780
Irwin	2,400	31	750
Jackson	4,400	58	2,560
Jasper	1,600	54	870
Jeff Davis	2,400	30	720
Jefferson	4,200	51	2,130
Jenkins	2,300	36	830
Johnson	2,400	33	800
Jones	1,600	39	630
Lamar	2,400	67	1,620
Lanier	1,300	37	480
Laurens	7,500	50	3,720
Lee	1,400	43	600
Liberty	2,100	43	900
Lincoln	1,300	53	700
Long	900	30	270
Lowndes	11,800	29	3,410
Lumpkin	1,500	41	620
McDuffie	2,900	64	1,860
McIntosh	1,600	43	690
Macon	3,100	47	1,450
Madison	2,600	56	1,450
Marion	1,400	47	660
Meriwether	5,100	55	2,790
Miller	2,100	25	530
Mitchell	5,200	25	1,320
Monroe	2,400	67	1,610
Montgomery	1,600	27	440
Morgan	2,500	54	1,360
Murray	2,500	67	1,670
Muscogee	35,100	82	28,690
Newton	5,000	78	3,900
Oconee	1,600	54	870
Oglethorpe	2,200	43	940
Paulding	2,600	80	2,070
Peach	2,900	47	1,360
Pickens	2,200	72	1,580
Pierce	2,300	33	760
Pike	1,800	55	990
Polk	7,900	80	6,330
Pulaski	2,100	46	970
Putnam	1,600	39	630
Quitman	800	40	320
Rabun	1,700	51	860
Randolph	2,900	40	1,170
Richmond	44,200	66	29,270
Rockdale	2,200	78	1,710
Schley	800	47	380
Screven	4,100	36	1,480
Seminole	1,900	25	480
Spalding	8,600	85	7,280
Stephens	4,700	51	2,380
Stewart	2,000	47	940
Sumter	6,200	43	2,680
Talbot	1,800	51	920
Taliaferro	900	53	480
Tattnall	3,400	35	1,170
Taylor	2,200	47	1,030
Telfair	2,700	30	810
Terrell	3,000	43	1,290
Thomas	9,100	34	3,100
Tift	6,200	32	1,950
Toombs	4,100	35	1,420
Towns	1,000	40	400
Treutlen	1,400	27	380
Troup	13,900	61	8,480
Turner	2,500	32	790
Twiggs	1,700	33	560
Union	1,700	41	700
Upson	6,500	51	3,340
Walker	11,300	57	6,440
Walton	4,900	54	2,660
Ware	8,500	54	4,620
Warren	2,100	51	1,060
Washington	4,600	33	1,530
Wayne	3,500	30	1,060
Webster	800	47	380
Wheeler	1,400	30	420
White	1,400	40	560
Whitfield	9,900	79	7,850
Wilcox	2,300	46	1,070
Wilkes	2,700	53	1,440
Wilkinson	2,200	33	730
Worth	4,200	32	1,320
IDAHO	**173,800**	**50**	**87,570**
Ada	24,300	68	16,430
Adams	900	36	320
Bannock	12,300	51	6,270
Bear Lake	1,800	41	740
Benewah	1,500	66	980
Bingham	6,600	56	3,660
Blaine	1,300	38	490
Boise	600	43	260
Bonner	4,400	62	2,720
Bonneville	9,700	69	6,690
Boundary	1,500	62	930
Butte	800	38	300
Camas	300	38	110
Canyon	16,600	48	7,950
Caribou	1,900	41	780
Cassia	3,800	41	1,540
Clark	200	61	120
Clearwater	2,100	49	1,020
Custer	1,000	19	190
Elmore	2,900	52	1,510
Franklin	2,500	41	1,020
Fremont	2,300	61	1,400
Gem	2,200	43	940
Gooding	3,200	40	1,270
Idaho	3,100	22	680
Jefferson	2,700	61	1,650
Jerome	3,300	40	1,310
Kootenai	7,600	66	4,990
Latah	5,900	39	2,280
Lemhi	1,700	19	320
Lewis	1,200	39	460
Lincoln	1,100	40	440
Madison	2,400	61	1,460
Minidoka	2,300	40	920
Nez Perce	7,200	39	2,780
Oneida	1,000	41	410
Owyhee	1,600	52	830
Payette	3,500	43	1,490
Power	900	41	360
Shoshone	6,600	49	3,200
Teton	700	61	430
Twin Falls	12,900	35	4,540
Valley	1,100	36	400
Washington	2,300	43	980
ILLINOIS	**2,983,300**	**82**	**2,445,000**
Adams	22,100	84	18,530
Alexander	7,300	51	3,690
Bond	4,600	81	3,740
Boone	5,600	61	3,430
Brown	2,200	75	1,660
Bureau	12,000	78	9,340
Calhoun	1,700	76	1,280
Carroll	6,300	72	4,530
Cass	4,700	75	3,540
Champaign	33,200	78	25,960
Christian	12,700	73	9,250
Clark	5,500	62	3,410
Clay	5,500	39	2,150
Clinton	6,800	81	5,530
Coles	13,700	62	8,510
Cook	1,554,200	88	1,365,000
Crawford	7,300	63	4,560
Cumberland	3,100	62	1,920
De Kalb	13,100	84	11,040
De Witt	5,300	68	3,580
Douglas	5,200	63	3,280
Du Page	72,900	88	64,230
Edgar	7,800	63	4,910
Edwards	2,800	43	1,200
Effingham	6,500	65	4,210
Fayette	7,100	65	4,600
Ford	5,100	77	3,930
Franklin	16,000	48	7,710
Fulton	14,600	78	11,400
Gallatin	2,700	38	1,030
Greene	6,000	76	4,530
Grundy	6,200	84	5,230
Hamilton	3,800	38	1,450
Hancock	8,400	69	5,770
Hardin	2,100	42	890
Henderson	2,500	81	2,020
Henry	16,200	89	14,370
Iroquois	10,600	59	6,220
Jackson	13,000	64	8,280
Jasper	3,800	63	2,380
Jefferson	12,300	51	6,220
Jersey	4,900	76	3,700
Jo Daviess	6,800	72	4,890
Johnson	2,400	42	1,020
Kane	49,800	91	45,420
Kankakee	21,200	85	18,040
Kendall	3,800	84	3,210
Knox	18,500	84	15,500
Lake	73,000	93	67,500
La Salle	32,800	57	18,560
Lawrence	6,600	51	3,350
Lee	10,400	63	6,520
Livingston	11,100	60	6,680
Logan	8,900	81	7,200
McDonough	9,400	69	6,460
McHenry	18,200	86	15,600
McLean	27,300	62	16,930
Macon	36,200	66	23,960
Macoupin	14,200	78	11,080
Madison	64,400	83	53,390
Marion	13,100	75	9,770
Marshall	4,100	65	2,660
Mason	5,100	57	2,920
Massac	4,900	42	2,070
Menard	2,900	57	1,660
Mercer	5,400	81	4,370
Monroe	4,100	84	3,430
Montgomery	10,600	61	6,410
Morgan	10,200	66	6,680
Moultrie	4,100	66	2,700
Ogle	11,000	61	6,730
Peoria	59,100	85	50,000
Perry	6,800	66	4,460
Platt	4,300	68	2,900
Pike	7,000	75	5,220
Pope	1,500	42	640
Pulaski	4,500	51	2,280
Putnam	1,300	65	840
Randolph	8,400	83	6,960
Richland	6,300	43	2,700
Rock Island	45,500	89	40,540
St. Clair	69,300	87	60,430
Saline	10,900	61	6,590
Sangamon	46,100	69	31,720
Schuyler	3,100	75	2,330
Scott	2,300	75	1,720
Shelby	7,700	66	5,070
Stark	2,600	65	1,690
Stephenson	14,400	82	11,740
Tazewell	27,600	88	24,360
Union	5,500	51	2,780
Vermilion	29,300	65	18,960
Wabash	4,700	51	2,390
Warren	8,000	81	6,470
Washington	4,600	66	3,010
Wayne	7,600	39	2,960
White	6,800	38	2,590
Whiteside	16,800	87	14,650
Will	44,700	87	38,670
Williamson	16,800	55	9,240
Winnebago	55,100	79	43,750
Woodford	6,800	65	4,420
INDIANA	**1,348,000**	**80**	**1,073,630**
Adams	6,800	73	4,980
Allen	65,100	85	55,070
Bartholomew	13,400	87	11,630
Benton	3,200	78	2,490
Blackford	4,200	58	2,450
Boone	8,300	88	7,300
Brown	1,500	65	970
Carroll	5,300	65	3,430
Cass	12,300	82	10,140
Clark	17,300	84	14,510
Clay	7,800	61	4,730
Clinton	10,200	83	8,490
Crawford	2,600	58	1,520
Daviess	8,400	63	5,300
Dearborn	8,000	89	7,130
Decatur	5,700	78	4,440
Dekalb	8,600	84	7,220
Delaware	33,500	82	27,500
Dubois	6,900	55	3,790
Elkhart	29,900	65	19,290
Fayette	7,800	75	5.880
Floyd	15,800	87	13,730
Fountain	5,900	74	4,360
Franklin	4,600	75	3,470
Fulton	5,400	75	4,070
Gibson	9,700	56	5,460
Grant	20,800	82	17,100
Greene	9,100	83	7,520
Hamilton	9,800	89	8,700
Hancock	7,200	85	6,140
Harrison	5,300	66	3,470
Hendricks	11,700	81	9,480
Henry	14,900	70	10,460
Howard	19,100	87	16,560
Huntington	10,600	61	6,500
Jackson	9,000	65	5,840
Jasper	5,400	78	4,210
Jay	7,600	58	4,440
Jefferson	6,400	82	5,220
Jennings	4,200	80	3,340
Johnson	10,700	83	8,880
Knox	14,100	83	11,760
Kosciusko	11,200	64	7,160
La Grange	4,500	62	2,790
Lake	136,900	88	120,470
La Porte	26,600	85	22,530
Lawrence	11,000	82	9,060
Madison	36,900	89	32,880
Marion	197,600	87	172,310
Marshall	9,900	75	7,450
Martin	3,100	63	1,950
Miami	9,500	58	5,510
Monroe	14,700	83	12,130
Montgomery	9,800	87	8,480
Morgan	9,800	88	8,580
Newton	3,500	78	2,730
Noble	8,100	84	6,810
Ohio	1,200	89	1,070
Orange	5,000	58	2,910
Owen	3,600	83	2,980
Parke	4,800	72	3,430
Perry	5,100	58	2,970
Pike	4,500	56	2,500
Porter	13,800	89	12,290
Posey	6,100	77	4,700
Pulaski	4,000	75	2,990
Putnam	6,900	61	4,180
Randolph	9,100	82	7,470
Ripley	6,000	80	4,770
Rush	6,200	78	4,830
St. Joseph	72,300	86	61,820
Scott	4,300	82	3,510

State and County	Total House-holds	TV Households %	TV Households Number
Shelby	9,800	85	8,360
Spencer	3,900	55	2,140
Starke	5,200	75	3,890
Steuben	4,900	62	3,040
Sullivan	6,400	69	4,410
Switzerland	2,000	89	1,780
Tippecanoe	23,900	66	15,650
Tipton	4,800	71	3,420
Union	1,600	75	1,210
Vanderburgh	56,800	64	36,070
Vermillion	6,600	72	4,720
Vigo	35,400	87	30,620
Wabash	9,700	58	5,630
Warren	2,500	74	1,850
Warrick	7,100	56	3,950
Washington	5,100	66	3,340
Wayne	23,500	74	17,440
Wells	6,300	73	4,610
White	6,000	65	3,890
Whitley	6,400	84	5,380
IOWA	**830,600**	**77**	**635,180**
Adair	3,900	60	2,340
Adams	2,600	60	1,560
Allamakee	4,600	55	2,510
Appanoose	6,000	53	3,150
Audubon	3,500	85	2,970
Benton	7,100	85	6,000
Black Hawk	34,500	85	29,260
Boone	8,200	80	6,530
Bremer	5,700	71	4,060
Buchanan	6,000	87	5,240
Buena Vista	7,100	62	4,400
Butler	5,400	71	3,840
Calhoun	5,300	58	3,060
Carroll	6,500	82	5,340
Cass	6,200	84	5,230
Cedar	5,500	88	4,860
Cerro Gordo	14,700	84	12,390
Cherokee	5,200	83	4,290
Chickasaw	4,400	60	2,630
Clarke	3,000	49	1,480
Clay	6,100	55	3,330
Clayton	6,500	55	3,540
Clinton	16,200	90	14,610
Crawford	5,500	82	4,510
Dallas	7,700	81	6,200
Davis	2,900	63	1,830
Decatur	3,700	51	1,880
Delaware	5,100	87	4,460
Des Moines	14,500	84	12,220
Dickinson	4,000	55	2,180
Dubuque	20,600	79	16,230
Emmet	4,200	48	2,020
Fayette	8,100	56	4,570
Floyd	7,000	60	4,190
Franklin	5,100	74	3,790
Fremont	3,500	84	2,930
Greene	4,800	80	3,820
Grundy	4,300	78	3,340
Guthrie	4,400	81	3,540
Hamilton	6,300	86	5,430
Hancock	4,300	67	2,870
Hardin	7,400	86	6,380
Harrison	5,600	88	4,940
Henry	5,600	65	3,630
Howard	3,900	51	1,970
Humboldt	4,000	52	2,070
Ida	3,200	83	2,640
Iowa	4,800	68	3,240
Jackson	5,600	81	4,530
Jasper	10,200	85	8,630
Jefferson	5,000	65	3,250
Johnson	13,200	63	8,330
Jones	5,700	81	4,610
Keokuk	5,500	68	3,710
Kossuth	7,400	52	3,860
Lee	13,500	58	7,790
Linn	37,500	86	32,360
Louisa	3,200	68	2,170
Lucas	3,700	49	1,820
Lyon	4,200	82	3,430
Madison	4,200	79	3,310
Mahaska	7,800	60	4,670
Marion	7,500	85	6,360
Marshall	11,200	83	9,320
Mills	3,500	81	2,840
Mitchell	4,100	70	2,860
Monona	4,900	88	4,320
Monroe	3,100	53	1,630
Montgomery	5,100	81	4,130
Muscatine	10,800	88	9,460
O'Brien	6,000	63	3,790
Osceola	2,900	63	1,830
Page	7,200	84	6,030
Palo Alto	4,300	48	2,070
Plymouth	6,700	82	5,470
Pocahontas	4,400	52	2,270
Polk	82,000	86	70,110
Pottawattamie	21,800	83	18,140
Powesheik	5,700	60	3,420
Ringgold	3,000	62	1,870
Sac	5,400	62	3,340
Scott	33,800	90	30,520
Shelby	4,400	85	3,740
Sioux	7,300	82	5,970
Story	13,400	83	11,140
Tama	6,900	78	5,360
Taylor	3,900	62	2,430
Union	5,600	60	3,350
Van Buren	3,600	63	2,270
Wapello	15,200	57	8,660
Warren	5,300	79	4,180
Washington	6,300	68	4,270
Wayne	3,700	51	1,870
Webster	13,900	86	11,930
Winnebago	3,900	67	2,610
Winneshiek	6,500	51	3,280
Woodbury	36,400	86	31,450
Worth	3,200	70	2,240
Wright	6,300	74	4,680
KANSAS	**688,900**	**63**	**435,330**
Allen	6,000	50	3,020
Anderson	3,300	45	1,490
Atchison	6,600	74	4,900
Barber	3,000	56	1,680
Barton	11,200	84	9,390
Bourbon	6,200	50	3,120
Brown	5,000	60	3,010
Butler	12,400	62	7,710
Chase	1,600	55	870
Chautauqua	2,200	44	960
Cherokee	8,100	54	4,340
Cheyenne	1,500	22	330
Clark	1,100	34	380
Clay	3,800	45	1,710
Cloud	5,300	37	1,940
Coffey	2,700	45	1,220
Comanche	1,200	56	670
Cowley	12,200	55	6,710
Crawford	15,200	55	8,360
Decatur	2,300	37	840
Dickinson	7,400	37	2,750
Doniphan	3,400	74	2,530
Douglas	11,000	58	6,340
Edwards	2,000	64	1,280
Elk	2,000	44	870
Ellis	5,300	53	2,780
Ellsworth	3,000	49	1,480
Finney	4,200	29	1,210
Ford	6,400	34	2,180
Franklin	6,700	66	4,430
Geary	6,200	37	2,300
Gove	1,000	31	310
Graham	1,600	37	590
Grant	1,500	16	240
Gray	1,300	34	440
Greeley	600	22	130
Greenwood	4,300	44	1,870
Hamilton	800	14	120
Harper	3,500	56	1,950
Harvey	7,700	65	4,990
Haskell	800	16	130
Hodgeman	900	64	580
Jackson	3,500	60	2,110
Jefferson	3,700	60	2,220
Jewell	2,900	37	1,060
Johnson	38,600	84	32,310
Kearny	900	16	140
Kingman	3,500	56	1,950
Kiowa	1,400	56	790
Labette	10,500	50	5,220
Lane	1,000	29	290
Leavenworth	10,900	84	9,170
Lincoln	2,000	49	990
Linn	3,200	63	2,030
Logan	1,200	20	240
Lyon	8,000	47	3,760
McPherson	7,600	62	4,720
Marion	5,300	55	2,900
Marshall	5,900	42	2,470
Meade	1,500	34	510
Miami	6,400	63	4,060
Mitchell	3,000	37	1,100
Montgomery	16,900	53	8,940
Morris	2,500	55	1,370
Morton	900	14	130
Nemaha	4,300	60	2,590
Neosho	6,800	54	3,650
Ness	2,100	29	610
Norton	2,900	37	1,060
Osage	4,500	66	2,980
Osborne	2,600	42	1,090
Ottawa	2,500	49	1,240
Pawnee	3,100	64	1,980
Phillips	3,700	42	1,560
Pottawatomie	3,800	42	1,590
Pratt	4,100	56	2,300
Rawlins	1,600	20	320
Reno	19,400	82	15,930
Republic	3,700	45	1,660
Rice	5,100	62	3,170
Riley	7,800	38	2,970
Rooks	3,200	42	1,340
Rush	2,200	53	1,160
Russell	4,100	53	2,150
Saline	13,700	51	7,040
Scott	1,300	29	380
Sedgwick	106,500	78	83,500
Seward	3,700	16	590
Shawnee	42,300	82	34,770
Sheridan	1,100	37	400
Sherman	2,200	22	480
Smith	2,800	42	1,180
Stafford	2,800	64	1,790
Stanton	500	14	70
Stevens	1,200	14	170
Sumner	9,000	56	5,010
Thomas	2,400	20	470
Trego	1,600	31	490
Wabaunsee	2,200	47	1,040
Wallace	700	22	150
Washington	4,100	45	1,840
Wichita	800	20	160
Wilson	5,100	54	2,730
Woodson	2,000	45	910
Wyandotte	61,600	85	52,180
KENTUCKY	**811,900**	**57**	**463,810**
Adair	3,600	44	1,580
Allen	3,800	41	1,540
Anderson	2,200	56	1,220
Ballard	3,500	37	1,280
Barren	8,600	41	3,480
Bath	2,500	32	790
Bell	8,500	38	3,230
Boone	4,700	83	3,880
Bourbon	5,000	50	2,490
Boyd	15,400	85	13,060
Boyle	5,600	47	2,650
Bracken	2,800	72	2,020
Breathitt	3,500	29	1,010
Breckinridge	3,900	64	2,480
Bullitt	3,800	84	3,190
Butler	2,300	36	830
Caldwell	4,200	29	1,200
Calloway	4,700	37	1,730
Campbell	25,800	87	22,360
Carlisle	1,800	37	660
Carroll	2,500	83	2,070
Carter	5,700	71	4,050
Casey	3,300	39	1,290
Christian	16,600	48	7,900
Clark	6,000	32	1,910
Clay	3,900	21	810
Clinton	1,900	21	390
Crittenden	2,500	29	720
Cumberland	2,100	37	770
Daviess	17,000	57	9,720
Edmonson	1,900	40	770
Elliott	1,400	71	1,000
Estill	2,700	22	590
Fayette	33,400	45	14,900
Fleming	2,900	46	1,330
Floyd	9,200	59	5,390
Franklin	7,700	57	4,390
Fulton	3,500	37	1,280
Gallatin	1,100	83	910
Garrard	3,200	47	1,510
Grant	3,100	83	2,560
Graves	10,400	27	2,830
Grayson	4,400	40	1,770
Green	2,500	44	1,100
Greenup	7,000	71	4,980
Hancock	1,500	64	950
Hardin	11,100	68	7,580
Harlan	15,600	44	6,930
Harrison	4,900	58	2,840
Hart	3,600	40	1,450
Henderson	10,200	52	5,260
Henry	3,200	61	1,950
Hickman	2,100	37	770
Hopkins	12,200	33	4,000
Jackson	2,500	20	490
Jefferson	168,100	85	142,890
Jessamine	4,000	47	1,890
Johnson	4,400	55	2,410
Kenton	35,500	90	31,900
Knott	3,200	29	920
Knox	6,200	22	1,360
Larue	2,900	44	1,270
Laurel	6,000	20	1,180
Lawrence	3,700	55	2,040
Lee	1,800	25	440
Leslie	3,000	21	630
Letcher	6,700	27	1,790
Lewis	3,100	46	1,410
Lincoln	5,000	39	1,950
Livingston	2,100	29	600
Logan	6,800	52	3,520
Lyon	1,900	37	700
McCracken	23,400	40	9,350
McCreary	2,800	32	890
McLean	3,300	36	1,190
Madison	9,200	22	2,020
Magoffin	2,400	29	690
Marion	3,400	56	1,890
Marshall	4,700	37	1,740
Martin	2,300	55	1,270
Mason	5,800	72	4,190
Meade	2,100	64	1,340
Menifee	900	22	200
Mercer	4,100	47	1,940
Metcalfe	1,700	37	620
Monroe	2,800	37	1,030
Montgomery	2,500	32	790
Morgan	2,200	25	540
Muhlenberg	7,700	36	2,770
Nelson	4,800	84	4,030
Nicholas	2,100	50	1,050
Ohio	4,800	36	1,720
Oldham	2,700	61	1,640
Owen	2,500	57	1,430
Owsley	1,400	21	290
Pendleton	2,900	72	2,090
Perry	7,600	28	2,150
Pike	15,100	46	7,010
Powell	1,600	22	350
Pulaski	8,600	23	2,000
Robertson	700	72	500
Rockcastle	2,600	20	510
Rowan	2,700	46	1,240
Russell	2,600	39	1,020
Scott	4,300	58	2,490
Shelby	6,000	61	3,650
Simpson	3,800	52	1,960
Spencer	1,400	84	1,180
Taylor	3,900	44	1,700
Todd	3,400	52	1,760
Trigg	2,000	37	740
Trimble	1,700	61	1,030
Union	3,500	34	1,170
Warren	12,900	46	5,880
Washington	2,800	56	1,560
Wayne	3,400	21	710
Webster	4,400	34	1,480
Whitley	6,400	32	2,040
Wolfe	1,300	25	320
Woodford	3,300	58	1,910
LOUISIANA	**804,400**	**61**	**488,110**
Acadia	12,700	31	3,920
Allen	5,300	39	2,090
Ascension	6,000	46	2,770
Assumption	4,000	34	1,360
Avoyelles	10,300	34	3,480
Beauregard	5,400	39	2,120
Bienville	4,400	36	1,570
Bossier	12,700	61	7,750
Caddo	58,900	76	44,850
Calcasieu	33,300	51	17,120
Caldwell	2,600	45	1,160
Cameron	1,300	40	520
Catahoula	2,700	36	960
Claiborne	6,200	36	2,220
Concordia	3,800	36	1,350
De Soto	5,800	54	3,130
E. Baton Rouge	58,700	64	37,710
East Carroll	3,900	47	1,850
E. Feliciana	3,300	33	1,080
Evangeline	8,700	27	2,380
Franklin	7,100	42	3,010
Grant	3,400	49	1,670
Iberia	11,100	44	4,840
Iberville	7,100	38	2,670
Jackson	3,600	49	1,770
Jefferson	42,500	81	34,420
Jeff Davis	7,200	40	2,910
Lafayette	17,700	49	8,580
Lafourche	11,100	64	7,140
La Salle	3,800	45	1,700
Lincoln	6,700	42	2,780
Livingston	5,500	46	2,540
Madison	4,500	47	2,130
Morehouse	8,900	37	3,320
Natchitoches	9,300	36	3,350
Orleans	183,700	82	150,540
Ouachita	24,500	60	14,750
Plaquemines	3,600	73	2,640
Pointe Coupee	5,200	33	1,700
Rapides	28,100	54	15,300
Red River	2,700	54	1,450
Richland	6,400	64	4,090
Sabine	5,100	28	1,430
St. Bernard	3,500	80	2,790
St. Charles	3,600	61	2,190
St. Helena	2,400	33	780
St. James	3,500	61	2,130
St. John Bapt.	3,400	61	2,070
St. Landry	20,000	30	5,980
St. Martin	6,100	34	2,080
St. Mary	10,100	44	4,400
St. Tammany	8,000	61	4,860
Tangipahoa	15,800	74	11,690
Tensas	3,200	47	1,510
Terrebonne	11,600	72	8,390
Union	4,700	42	1,950
Vermilion	10,000	28	2,830
Vernon	5,900	28	1,650
Washington	10,800	65	7,020
Webster	10,100	54	5,420
W. Baton Rouge	3,200	38	1,210
West Carroll	3,700	64	2,370
W. Feliciana	1,600	33	520
Winn	4,400	49	2,150
MAINE	**263,200**	**72**	**188,510**
Androscoggin	24,900	84	20,970
Aroostook	24,400	37	9,120
Cumberland	51,800	77	39,890
Franklin	5,700	63	3,600
Hancock	10,100	61	6,150
Kennebec	23,800	81	19,370
Knox	8,600	71	6,090
Lincoln	5,300	81	4,270
Oxford	12,100	73	8,810
Penobscot	30,000	78	23,520
Piscataquis	5,100	72	3,660
Sagadahoc	6,300	81	5,080
Somerset	11,200	49	5,470
Waldo	6,200	71	4,390
Washington	9,800	57	5,610
York	27,900	81	22,510
MARYLAND	**748,700**	**81**	**607,820**
Allegany	26,500	51	13,590
Anne Arundel	40,000	85	34,080
Baltimore	371,300	84	311,620
Calvert	3,100	77	2,400
Caroline	5,400	82	4,410
Carroll	12,000	85	10,200
Cecil	9,800	78	7,600
Charles	6,100	77	4,720
Dorchester	8,000	79	6,330
Frederick	18,500	79	14,540
Garrett	5,100	42	2,140
Harford	16,600	83	13,780
Howard	6,800	81	5,470
Kent	3,900	82	3,180
Montgomery	71,800	88	62,940
Prince Georges	75,000	87	65,350
Queen Annes	4,100	82	3,340
St. Marys	8,600	77	6,640
Somerset	5,800	37	2,160
Talbot	6,000	79	4,740
Washington	23,900	68	16,250
Wicomico	12,700	75	9,550
Worcester	7,500	37	2,790
MASSACHUSETTS	**1,474,200**	**82**	**1,212,460**
Barnstable	17,700	81	14,300
Berkshire	42,500	82	34,850
Bristol	124,800	82	102,340
Dukes	1,900	78	1,480
Essex	171,900	84	144,150
Franklin	17,800	70	12,470
Hampden	120,500	80	96,400
Hampshire	25,600	72	18,410

State and County	Total House-holds	TV Households %	TV Households Number
Middlesex	329,700	82	270,350
Nantucket	1,100	78	850
Norfolk	132,700	83	109,740
Plymouth	65,400	85	55,590
Suffolk	249,900	84	209,920
Worcester	172,700	82	141,610
MICHIGAN	**2,148,000**	**84**	**1,805,000**
Alcona	1,600	61	970
Alger	2,800	36	1,000
Allegan	15,700	83	13,080
Alpena	6,800	28	1,910
Antrim	3,500	52	1,830
Arenac	2,800	69	1,930
Baraga	2,300	40	910
Barry	9,100	83	7,550
Bay	28,700	85	24,370
Benzie	2,500	54	1,360
Berrien	43,100	86	36,850
Branch	10,100	64	6,450
Calhoun	41,400	85	35,190
Cass	10,700	80	8,530
Charlevoix	4,000	43	1,700
Cheboygan	8,800	42	3,720
Chippewa	3,800	43	1,620
Clare	3,500	76	2,660
Clinton	9,700	85	8,220
Crawford	1,300	60	780
Delta	9,500	49	4,690
Dickinson	7,600	62	4,710
Eaton	13,700	77	10,550
Emmet	4,800	43	2,040
Genesee	99,100	79	78,590
Gladwin	2,500	76	1,900
Gogebic	8,200	45	3,720
Gr. Traverse	8,700	54	4,730
Gratiot	10,300	83	8,560
Hillsdale	12,200	56	6,840
Houghton	11,300	20	2,240
Huron	9,400	82	7,740
Ingham	60,800	86	52,040
Ionia	11,500	82	9,480
Iosco	3,900	69	2,690
Iron	5,600	40	2,220
Isabella	8,200	76	6,230
Jackson	35,900	85	30,440
Kalamazoo	44,600	88	39,290
Kalkaska	1,400	52	730
Kent	100,700	86	86,100
Keweenaw	700	40	280
Lake	1,800	75	1,360
Lapeer	10,600	82	8,720
Leelanau	2,500	54	1,360
Lenawee	22,200	84	18,670
Livingston	9,100	85	7,720
Luce	1,600	36	580
Mackinac	2,600	42	1,100
Macomb	71,800	92	66,060
Manistee	6,400	57	3,640
Marquette	15,000	34	5,120
Mason	6,600	54	3,550
Mecosta	5,600	82	4,570
Menominee	7,700	62	4,780
Midland	11,900	73	8,710
Missaukee	2,100	52	1,090
Monroe	25,600	87	22,350
Montcalm	10,700	85	9,110
Montmorency	1,200	28	340
Muskegon	42,100	89	37,550
Newaygo	7,000	75	5,270
Oakland	158,400	89	140,400
Oceana	5,200	54	2,790
Ogemaw	2,800	61	1,700
Ontonagon	2,900	45	1,310
Osceola	4,200	82	3,420
Oscoda	1,000	61	610
Otsego	1,700	60	1,020
Ottawa	25,300	83	21,000
Presque Isle	2,900	28	820
Roscommon	2,600	60	1,550
Saginaw	50,000	85	42,300
St. Clair	31,300	85	26,610
St. Joseph	12,400	84	10,440
Sanilac	9,400	72	6,810
Schoolcraft	2,500	36	900
Shiawassee	15,100	85	12,850
Tuscola	11,800	80	9,400
Van Buren	14,100	83	11,750
Washtenaw	42,300	85	35,870
Wayne	799,300	92	732,000
Wexford	5,900	57	3,360
MINNESOTA	**929,200**	**71**	**661,450**
Aitkin	3,800	57	2,160
Anoka	14,400	88	12,640
Becker	6,800	49	3,320
Beltrami	7,100	21	1,510
Benton	4,100	45	1,850
Big Stone	2,500	35	880
Blue Earth	11,600	88	10,160
Brown	7,600	68	5,190
Carlton	6,800	56	3,800
Carver	5,100	84	4,300
Cass	5,500	24	1,300
Chippewa	4,800	37	1,770
Chisago	3,900	83	3,230
Clay	9,900	78	7,730
Clearwater	2,600	21	550
Cook	900	51	460
Cottonwood	4,600	52	2,400
Crow Wing	9,500	35	3,280
Dakota	15,800	86	13,600
Dodge	3,600	68	2,460
Douglas	6,300	30	1,900
Faribault	7,100	53	3,760
Fillmore	7,300	56	4,080
Freeborn	10,600	76	8,000
Goodhue	10,100	83	8,390
Grant	2,700	35	950
Hennepin	234,200	88	205,100
Houston	4,200	56	2,340
Hubbard	3,200	24	760
Isanti	2,700	83	2,230
Itasca	11,900	50	5,950
Jackson	4,600	70	3,210
Kanabec	2,400	57	1,360
Kandiyohi	8,300	63	5,260
Kittson	2,500	33	830
Koochiching	5,000	24	1,190
Lac Qui Parle	3,900	37	1,440
Lake	3,900	51	1,980
Lake of Woods	1,200	24	290
Le Sueur	5,900	65	3,860
Lincoln	2,900	44	1,270
Lyon	6,600	44	2,890
McLeod	7,000	76	5,310
Mahnomen	1,500	49	730
Marshall	4,200	33	1,380
Martin	7,900	53	4,180
Meeker	5,400	63	3,430
Mille Lacs	4,900	45	2,210
Morrison	6,900	36	2,480
Mower	12,800	76	9,730
Murray	4,500	61	2,730
Nicollet	5,500	68	3,760
Nobles	6,600	70	4,610
Norman	3,200	49	1,560
Olmsted	13,800	84	11,620
Otter Tail	13,500	39	5,210
Pennington	3,700	43	1,580
Pine	3,500	30	1,050
Pipestone	4,900	56	2,730
Polk	4,300	61	2,600
Pope	10,400	40	4,150
Ramsey	119,400	86	103,160
Red Lake	1,600	43	690
Redwood	6,400	58	3,700
Renville	6,800	58	3,930
Rice	9,600	83	7,970
Rock	2,800	61	1,690
Roseau	3,900	33	1,290
St. Louis	68,200	75	51,150
Scott	4,500	84	3,800
Sherburne	2,400	75	1,790
Sibley	3,900	76	2,960
Stearns	18,900	72	13,680
Steele	5,900	68	4,030
Stevens	3,100	35	1,080
Swift	4,400	37	1,620
Todd	6,800	36	2,450
Traverse	2,100	35	740
Wabasha	4,900	75	3,670
Wadena	3,500	24	830
Waseca	4,900	65	3,200
Washington	11,300	85	9,610
Watonwan	4,100	52	2,130
Wilkin	2,400	78	1,880
Winona	11,800	48	5,690
Wright	8,000	75	5,970
Yellow Med	4,700	44	2,060
MISSISSIPPI	**558,600**	**38**	**211,820**
Adams	9,400	30	2,850
Alcorn	7,500	34	2,530
Amite	4,300	25	1,080
Attala	6,000	37	2,220
Benton	2,000	35	690
Bolivar	15,600	24	3,730
Calhoun	4,100	18	730
Carroll	3,100	27	820
Chickasaw	4,300	18	770
Choctaw	2,500	22	560
Claiborne	2,700	39	1,050
Clarke	4,400	39	1,700
Clay	4,000	22	890
Coahoma	14,400	27	3,840
Copiah	7,300	34	2,450
Covington	3,400	36	1,230
De Soto	5,500	50	2,760
Forrest	14,000	30	4,200
Franklin	2,500	39	970
George	2,500	34	850
Greene	1,800	34	620
Grenada	4,600	27	1,250
Hancock	2,900	65	1,870
Harrison	30,400	50	15,200
Hinds	44,000	63	27,760
Holmes	7,300	34	2,490
Humphreys	5,000	40	2,020
Issaquena	1,100	40	440
Itawamba	4,000	32	1,260
Jackson	10,900	71	7,730
Jasper	4,100	49	2,000
Jefferson	2,500	39	970
Jeff Davis	3,600	36	1,310
Jones	16,900	43	7,200
Kemper	3,000	36	1,070
Lafayette	5,100	27	1,390
Lamar	3,300	32	1,040
Lauderdale	19,400	54	10,530
Lawrence	2,700	36	980
Leake	4,900	37	1,810
Lee	10,900	45	4,870
Leflore	12,800	22	2,830
Lincoln	7,400	38	2,780
Lowndes	10,300	13	1,360
Madison	7,300	38	2,790
Marion	6,000	32	1,890
Marshall	5,400	35	1,870
Monroe	9,300	26	2,430
Montgomery	3,500	27	930
Neshoba	6,000	36	2,130
Newton	5,300	49	2,580
Noxubee	4,000	30	1,220
Oktibbeha	6,000	22	1,340
Panola	7,100	50	3,520
Pearl River	5,500	65	3,560
Perry	2,100	28	590
Pike	9,100	32	2,890
Pontotoc	4,800	29	1,370
Prentiss	4,800	32	1,520
Quitman	6,000	40	2,390
Rankin	5,800	37	2,120
Scott	5,000	37	1,830
Sharkey	2,700	40	1,090
Simpson	5,100	37	1,870
Smith	3,500	37	1,280
Stone	1,500	28	420
Sunflower	12,600	14	1,760
Tallahatchie	7,000	29	2,000
Tate	4,000	50	2,010
Tippah	3,900	35	1,350
Tishomingo	3,800	34	1,280
Tunica	5,100	40	2,040
Union	5,300	29	1,520
Walthall	3,200	32	1,010
Warren	12,700	45	5,680
Washington	20,600	30	6,140
Wayne	3,600	39	1,400
Webster	2,500	27	670
Wilkinson	3,000	25	750
Winston	5,100	30	1,550
Yalobusha	3,500	27	950
Yazoo	8,500	40	3,380
MISSOURI	**1,332,500**	**73**	**973,720**
Adair	6,800	45	3,070
Andrew	3,900	65	2,520
Atchison	3,400	50	1,680
Audrain	8,400	56	4,680
Barry	6,600	47	3,130
Barton	4,300	47	2,010
Bates	6,200	51	3,180
Benton	2,500	59	1,480
Bollinger	3,000	53	1,600
Boone	14,400	58	8,310
Buchanan	32,700	78	25,380
Butler	12,000	42	5,020
Caldwell	3,500	65	2,260
Callaway	6,500	56	3,620
Camden	2,400	54	1,300
Cpe. Girardeau	12,300	60	7,390
Carroll	5,100	55	2,810
Carter	1,400	32	450
Cass	6,600	61	4,050
Cedar	3,700	47	1,720
Chariton	4,800	40	1,930
Christian	3,900	50	1,960
Clark	2,800	61	1,700
Clay	19,700	89	17,590
Clinton	3,900	78	3,060
Cole	10,300	69	7,110
Cooper	5,200	53	2,750
Crawford	3,500	41	1,420
Dade	2,900	47	1,350
Dallas	3,100	54	1,670
Daviess	3,700	65	2,390
De Kalb	2,800	65	1,810
Dent	3,200	50	1,590
Douglas	3,600	44	1,590
Dunklin	13,000	50	6,490
Franklin	11,800	59	7,000
Gasconade	4,100	53	2,160
Gentry	3,400	54	1,830
Greene	39,800	83	32,990
Grundy	4,500	61	2,730
Harrison	4,400	54	2,360
Henry	6,700	59	3,960
Hickory	1,800	59	1,070
Holt	3,000	50	1,490
Howard	3,600	51	1,850
Howell	7,200	27	1,930
Iron	2,400	41	970
Jackson	201,000	88	177,690
Jasper	29,100	70	20,360
Jefferson	12,800	82	10,530
Johnson	7,800	61	4,790
Knox	2,500	61	1,520
Laclede	6,200	54	3,370
Lafayette	7,900	68	5,370
Lawrence	7,800	47	3,700
Lewis	3,600	61	2,200
Lincoln	4,900	73	3,560
Linn	6,600	40	2,650
Livingston	5,300	61	3,220
McDonald	4,300	53	2,300
Macon	6,000	56	3,370
Madison	3,200	53	1,700
Maries	2,000	53	1,050
Marion	10,300	84	8,650
Mercer	2,400	54	1,290
Miller	4,200	53	2,210
Mississippi	6,200	45	2,760
Moniteau	3,500	53	1,850
Monroe	3,800	65	2,490
Montgomery	3,900	73	2,830
Morgan	3,000	53	1,590
New Madrid	10,600	46	4,830
Newton	9,100	53	4,860
Nodaway	7,600	50	3,760
Oregon	3,400	23	780
Osage	2,900	53	1,520
Ozark	2,300	44	1,020
Pemiscot	12,500	52	6,530
Perry	4,200	64	2,690
Pettis	11,900	59	6,960
Phelps	7,400	50	3,680
Pike	5,900	65	3,850
Platte	5,200	78	4,070
Polk	5,200	54	2,810
Pulaski	3,200	54	1,740
Putnam	2,800	45	1,270
Ralls	2,500	65	1,640
Randolph	8,200	51	4,210
Ray	5,500	68	3,740
Reynolds	1,600	32	510
Ripley	3,600	32	1,150
St. Charles	9,800	82	8,020
St. Clair	3,400	59	2,010
St. Francois	10,700	65	6,960
St. Louis	436,500	88	382,120
Ste. Genevieve	3,000	64	1,930
Saline	8,300	55	4,560
Schuyler	1,800	45	820
Scotland	2,400	61	1,460
Scott	10,300	52	5,300
Shannon	2,100	23	480
Shelby	3,600	56	2,020
Stoddard	9,500	52	4,960
Stone	2,700	50	1,360
Sullivan	3,500	45	1,590
Taney	3,000	50	1,510
Texas	5,900	27	1,580
Vernon	6,900	51	3,540
Warren	2,500	73	1,810
Washington	4,100	41	1,660
Wayne	2,700	53	1,440
Webster	4,600	54	2,490
Worth	1,600	54	860
Wright	4,900	44	2,160
MONTANA	**200,400**	**32**	**63,260**
Beaverhead	2,400	23	550
Big Horn	2,500	18	450
Blaine	2,400	18	430
Broadwater	900	23	200
Carbon	3,200	28	900
Carter	600	8	50
Cascade	20,000	49	9,750
Chouteau	2,300	39	890
Custer	4,000	8	330
Daniels	1,000	9	90
Dawson	2,900	9	270
Deer Lodge	5,100	22	1,100
Fallon	1,000	8	80
Fergus	4,600	22	1,010
Flathead	10,800	32	3,410
Gallatin	7,300	17	1,220
Garfield	700	9	60
Glacier	2,800	19	540
Golden Valley	400	23	90
Granite	1,000	22	220
Hill	5,000	18	890
Jefferson	1,000	17	170
Judith Basin	900	22	200
Lake	3,700	25	940
Lewis & Clark	8,800	23	1,980
Liberty	400	18	70
Lincoln	3,100	22	680
McCone	2,100	9	190
Madison	1,400	17	240
Meagher	800	23	180
Mineral	600	22	130
Missoula	13,200	35	4,640
Musselshell	1,800	23	410
Park	4,100	28	1,150
Petroleum	300	23	70
Phillips	2,000	9	180
Pondera	1,700	38	640
Powder River	1,000	8	80
Powell	1,700	22	370
Prairie	800	9	70
Ravalli	4,200	23	950
Richland	3,100	11	350
Roosevelt	2,900	11	330
Rosebud	1,700	18	300
Sanders	2,400	22	530
Sheridan	1,700	11	190
Silver Bow	19,600	59	11,560
Stillwater	1,500	28	420
Sweet Grass	1,100	28	310
Teton	2,400	38	910
Toole	2,000	19	380
Treasure	400	18	70
Valley	3,100	9	270
Wheatland	1,100	23	250
Wibaux	400	9	40
Yellowstone	22,500	51	11,480
NEBRASKA	**433,100**	**67**	**290,390**
Adams	9,500	72	6,810
Antelope	3,400	49	1,650
Arthur	200	20	40
Banner	500	34	170
Blaine	200	33	70
Boone	3,200	42	1,330
Box Butte	3,900	17	670
Boyd	1,500	21	320
Brown	1,400	21	300
Buffalo	8,300	64	5,310
Burt	3,400	72	2,460
Butler	3,900	64	2,500
Cass	5,600	84	4,700
Cedar	3,700	84	3,110
Chase	1,500	23	350
Cherry	2,900	16	450
Cheyenne	5,000	28	1,420
Clay	3,100	56	1,720
Colfax	3,400	64	2,180
Cuming	3,700	72	2,680
Custer	5,900	41	2,420
Dakota	3,400	84	2,860
Dawes	2,700	17	460
Dawson	6,600	64	4,230
Deuel	1,000	28	280
Dixon	2,800	84	2,350
Dodge	9,400	87	8,190
Douglas	96,500	87	84,150
Dundy	1,200	23	280
Fillmore	3,000	56	1,660
Franklin	2,300	67	1,550
Frontier	1,400	35	480
Furnas	3,400	67	2,280

KFEQ-TV

CBS TELEVISION

T. M. CBS, INC.

CHANNEL 2 · ST. JOSEPH

A KENYON BROWN STATION

announces the appointment of

BLAIR *Television* ASSOCIATES

as national representative
effective October 1, 1956

Basic details of the KFEQ-TV Market:

*POPULATION . .	883,700
†TV Homes. . . .	193,897
*Retail Sales .	$944,953,000

*Sales Management, May 10, 1956
†Updated ARF

MIDLAND BROADCASTING CO. • ST. JOSEPH, MISSOURI

Contact the nearest office of Blair Television Associates:

NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

13.5% Food Dominance

Market figures prove 13.5% more dollars are spent for food in the Grade B area of WXEX-TV than in the Grade B area of any other Richmond area TV station

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

State and County	Total House-holds	TV Households %	TV Households Number
Gage	8,400	73	6,090
Garden	1,000	28	280
Garfield	800	33	260
Gosper	800	67	540
Grant	200	20	40
Greeley	1,600	45	710
Hall	11,800	70	8,280
Hamilton	2,900	68	1,970
Harlan	1,900	67	1,280
Hayes	700	35	240
Hitchcock	1,800	23	410
Holt	4,300	21	910
Hooker	300	20	60
Howard	2,300	45	1,030
Jefferson	4,200	60	2,510
Johnson	2,200	73	1,600
Kearney	2,000	67	1,350
Keith	2,600	34	880
Keya Paha	400	21	90
Kimball	1,300	34	440
Knox	4,300	49	2,090
Lancaster	43,500	81	35,410
Lincoln	9,200	34	3,090
Logan	400	20	80
Loup	400	33	130
McPherson	200	20	40
Madison	7,800	79	6,140
Merrick	2,700	42	1,130
Morrill	2,300	34	790
Nance	1,900	42	790
Nemaha	3,600	64	2,290
Nuckolls	2,900	56	1,610
Otoe	5,400	84	4,530
Pawnee	2,000	64	1,270
Perkins	1,300	34	440
Phelps	3,200	67	2,150
Pierce	2,700	49	1,310
Platte	6,300	79	4,960
Polk	2,600	68	1,760
Redwillow	4,100	35	1,420
Richardson	5,000	64	3,180
Rock	900	21	190
Saline	4,500	60	2,690
Sarpy	6,300	85	5,340
Saunders	5,600	90	5,030
Scotts Bluff	10,300	35	3,620
Seward	4,200	60	2,510
Sheridan	2,800	17	480
Sherman	1,800	41	740
Sioux	900	17	150
Stanton	1,800	64	1,160
Thayer	3,400	56	1,890
Thomas	400	20	80
Thurston	2,500	72	1,810
Valley	2,300	41	950
Washington	3,700	87	3,230
Wayne	2,900	84	2,440
Webster	2,300	72	1,650
Wheeler	500	33	170
York	4,800	68	3,250
NEVADA	**71,200**	**46**	**33,010**
Churchill	1,700	8	140
Clark	30,000	53	16,030
Douglas	500	31	150
Elko	3,700	13	490
Esmeralda	200	14	30
Eureka	300	11	30
Humboldt	1,200	11	130
Lander	400	11	40
Lincoln	800	14	110
Lyon	900	31	280
Mineral	3,200	8	260
Nye	900	14	130
Ormsby	1,100	31	340
Pershing	1,100	8	90
Storey	300	31	90
Washoe	21,200	67	14,180
White Pine	3,700	13	490
NEW HAMPSHIRE	**164,200**	**76**	**124,510**
Belknap	8,400	74	6,200
Carroll	4,900	78	3,830
Cheshire	12,500	74	9,220
Coos	10,300	67	6,930
Grafton	13,100	57	7,400
Hillsboro	48,900	81	39,400
Merrimack	18,700	76	14,170
Rockingham	23,800	82	19,560
Strafford	14,900	79	11,750
Sullivan	8,700	70	6,050
NEW JERSEY	**1,672,100**	**84**	**1,404,970**
Atlantic	45,600	85	38,760
Bergen	217,100	83	181,100
Burlington	42,000	84	35,410
Camden	101,800	84	85,510
Cape May	13,900	83	11,540
Cumberland	31,000	83	25,670
Essex	299,000	83	248,170
Gloucester	33,000	84	27,590
Hudson	199,500	86	170,770
Hunterdon	14,600	84	12,260
Mercer	71,900	84	60,540
Middlesex	96,800	84	80,830
Monmouth	85,900	86	73,620
Morris	58,700	84	49,310
Ocean	23,400	84	19,560
Passaic	116,800	84	98,350
Salem	17,100	84	14,360
Somerset	34,200	83	28,320
Sussex	11,700	82	9,540
Union	139,700	85	118,750
Warren	18,400	82	15,010
NEW MEXICO	**210,100**	**43**	**89,830**
Bernalillo	57,100	62	35,400
Catron	500	35	170
Chaves	15,200	50	7,650
Colfax	3,400	14	490
Curry	7,500	27	2,050
De Baca	800	22	180
Dona Ana	10,900	62	6,740
Eddy	13,800	45	6,150
Grant	5,300	33	1,740
Guadalupe	1,300	41	530
Harding	300	14	40
Hidalgo	1,500	33	490
Lea	15,800	27	4,210
Lincoln	1,800	37	670
Los Alamos	3,500	41	1,440
Luna	2,800	41	1,150
McKinley	7,200	19	1,390
Mora	1,500	21	320
Otero	6,900	37	2,550
Quay	3,500	27	950
Rio Arriba	5,700	28	1,580
Roosevelt	4,100	22	920
Sandoval	2,300	35	790
San Juan	8,600	19	1,660
San Miguel	5,100	21	1,070
Santa Fe	9,500	45	4,240
Sierra	1,700	41	700
Socorro	2,100	35	730
Taos	2,900	28	810
Torrance	1,400	41	570
Union	1,500	14	210
Valencia	4,600	49	2,240
NEW YORK	**5,011,400**	**83**	**4,139,470**
Albany	81,900	83	67,810
Allegany	13,700	64	8,800
Bronx	464,700	82	380,590
Broome	60,200	81	48,760
Cattaraugus	24,700	83	20,500
Cayuga	21,900	83	18,160
Chautauqua	47,900	81	38,970
Chemung	30,000	77	23,110
Chenango	12,600	79	10,010
Clinton	14,600	84	12,260
Columbia	14,200	84	11,910
Cortland	12,000	82	9,790
Delaware	14,100	71	10,000
Dutchess	38,000	81	30,700
Erie	302,600	85	256,030
Essex	10,600	66	6,990
Franklin	12,900	59	7,640
Fulton	17,900	79	14,210
Genesee	14,800	85	12,610
Greene	9,100	82	7,450
Hamilton	1,300	83	1,080
Herkimer	19,700	82	16,230
Jefferson	27,100	67	18,190
Kings	855,100	86	731,970
Lewis	6,500	75	4,890
Livingston	11,100	78	8,690
Madison	14,800	82	12,090
Monroe	169,200	83	140,440
Montgomery	19,400	80	15,550
Nassau	327,600	84	275,510
New York	660,900	80	529,720
Niagara	63,500	86	54,350
Oneida	70,200	86	60,090
Onondaga	115,200	83	96,080
Ontario	18,400	81	14,900
Orange	48,100	82	39,440
Orleans	9,700	85	8,230
Oswego	24,200	84	20,260
Otsego	17,200	80	13,780
Putnam	7,100	79	5,590
Queens	546,400	84	459,520
Rensselaer	43,500	83	36,020
Richmond	58,100	85	49,330
Rockland	26,900	85	22,890
St. Lawrence	28,100	60	16,940
Saratoga	25,000	81	20,170
Schenectady	50,700	82	41,620
Schoharie	7,400	80	5,930
Schuyler	4,700	83	3,880
Seneca	7,300	83	6,070
Steuben	28,800	69	19,980
Suffolk	126,400	82	103,520
Sullivan	13,500	81	10,930
Tioga	9,900	81	7,970
Tompkins	19,100	74	14,090
Ulster	30,900	81	24,930
Warren	13,000	81	10,520
Washington	14,000	81	11,340
Wayne	18,400	82	15,090
Westchester	219,300	83	182,900
Wyoming	9,400	81	7,620
Yates	5,900	82	4,830
NORTH CAROLINA	**1,041,200**	**60**	**620,290**
Alamance	20,200	83	16,710
Alexander	3,400	79	2,680
Alleghany	2,100	49	1,040
Anson	5,900	55	3,230
Ashe	4,900	49	2,410
Avery	3,000	42	1,260
Beaufort	8,800	75	6,590
Bertie	5,800	51	2,960
Bladen	6,500	30	1,920
Brunswick	4,400	38	1,680
Buncombe	34,900	51	17,640
Burke	11,200	63	7,060
Cabarrus	17,000	83	14,030
Caldwell	10,900	58	6,270
Camden	1,400	59	830
Carteret	6,400	43	2,720
Caswell	4,200	54	2,290
Catawba	17,400	82	14,230
Chatham	6,000	50	3,000
Cherokee	4,000	24	970
Chowan	2,800	44	1,230
Clay	1,300	24	310
Cleveland	16,100	59	9,420
Columbus	11,700	24	2,830
Craven	13,200	64	8,450
Cumberland	25,300	31	7,740
Currituck	1,800	59	1,070
Dare	1,300	44	570
Davidson	17,300	78	13,440
Davie	3,800	66	2,530
Duplin	9,400	33	3,140
Durham	28,500	71	20,320
Edgecombe	11,600	59	6,890
Forsyth	45,700	79	36,070
Franklin	6,900	36	2,510
Gaston	30,500	65	19,860
Gates	2,300	57	1,310
Graham	1,700	24	410
Granville	6,700	49	3,280
Greene	3,500	50	1,760
Guilford	55,600	81	45,090
Halifax	12,500	46	5,730
Harnett	11,300	28	3,160
Haywood	9,600	42	3,990
Henderson	9,000	42	3,770
Hertford	4,700	57	2,680
Hoke	3,200	37	1,190
Hyde	1,400	44	620
Iredell	14,800	63	9,370
Jackson	4,300	40	1,700
Johnston	15,400	41	6,280
Jones	2,500	43	1,070
Lee	6,200	50	3,090
Lenoir	11,200	51	5 960
Lincoln	6,800	59	4,040
McDowell	6,500	53	3,430
Macon	3,800	40	1,500
Madison	4,200	35	1,480
Martin	6,000	51	3,060
Mecklenberg	60,600	76	46,240
Mitchell	3,300	42	1,390
Montgomery	4,200	57	2,380
Moore	8,000	44	3,540
Nash	13,900	45	6,210
New Hanover	20,000	51	10,280
Northampton	5,700	57	3,260
Onslow	10,400	45	4,650
Orange	8,500	67	5,670
Pamlico	2,500	43	1,070
Pasquotank	6,700	59	3,960
Pender	4,200	38	1,600
Perquimans	2,500	59	1,480
Person	5,100	54	2,770
Pitt	14,400	83	11,980
Polk	2,900	74	2,150
Randolph	13,500	70	9,400
Richmond	9,900	67	6,610
Robeson	19,800	44	8,650
Rockingham	17,400	74	12,850
Rowan	20,900	75	15,600
Rutherford	11,300	65	7,290
Sampson	11,300	35	3,960
Scotland	6,100	37	2,280
Stanly	10,500	86	9,020
Stokes	4,700	65	3,040
Surry	11,500	69	7,880
Swain	2,300	24	550
Transylvania	3,700	40	1,460
Tyrrell	1,200	44	530
Union	10,400	55	5,720
Vance	7,600	52	3,980
Wake	37,800	60	22,480
Warren	4,800	36	1,740
Washington	2,900	44	1,270
Watauga	4,100	42	1,730
Wayne	15,500	58	8,910
Wilkes	10,700	48	5,100
Wilson	12,700	57	7,200
Yadkin	5,500	66	3,650
Yancey	3,400	35	1,190
NORTH DAKOTA	**169,900**	**50**	**84,400**
Adams	1,200	25	300
Barnes	4,400	76	3,330
Benson	2,400	45	1,070
Billings	500	16	80
Bottineau	3,100	43	1,330
Bowman	1,000	16	160
Burke	1,800	43	770
Burleigh	9,000	58	5,190
Cass	18,600	77	14,250
Cavalier	2,600	32	830
Dickey	2,600	49	1,270
Divide	1,400	15	210
Dunn	1,600	36	570
Eddy	1,200	45	530
Emmons	2,100	58	1,210
Foster	1,500	45	670
Golden Valley	900	16	140
Grand Forks	12,300	54	6,670
Grant	1,600	72	1,150
Griggs	1,300	76	980
Hettinger	1,800	25	450
Kidder	1,500	58	870
La Moure	2,300	49	1,120
Logan	1,300	49	640
McHenry	3,000	43	1,280
McIntosh	1,700	49	830
McKenzie	1,800	15	260
McLean	5,300	36	1,880
Mercer	2,100	36	740
Morton	5,400	72	3,880
Mountrail	2,500	15	370
Nelson	1,700	65	1,100
Oliver	500	36	180
Pembina	3,600	39	1,400
Pierce	2,100	44	920
Ramsey	3,500	32	1,110
Ransom	2,200	59	1,290
Renville	1,500	43	640
Richland	5,200	59	3,050
Rolette	2,300	32	730
Sargent	1,800	59	1,060
Sheridan	1,200	44	520
Sioux	600	72	430
Slope	500	16	80
Stark	4,100	25	1,030
Steele	1,200	76	910
Stutsman	6,700	55	3,660
Towner	1,300	32	410
Traill	2,900	76	2,200
Walsh	4,600	39	1,780
Ward	11,600	56	6,470
Wells	2,700	44	1,180
Williams	8,300	15	1,220
OHIO	**2,670,500**	**87**	**2,328,000**
Adams	6,700	80	5,330
Allen	30,000	80	24,060
Ashland	11,300	85	9,610
Ashtabula	26,600	86	22,800
Athens	12,700	72	9,130
Auglaize	10,200	84	8,560
Belmont	27,100	84	22,740
Brown	7,300	80	5,800
Butler	48,700	88	43,000
Carroll	5,900	82	4,850
Champaign	8,800	87	7,690
Clark	37,800	87	32,700
Clermont	13,700	87	11,920
Clinton	8,600	83	7,140
Columbiana	32,800	85	27,810
Coshocton	10,500	66	6,900
Crawford	13,200	81	10,640
Cuyahoga	468,100	91	423,570
Darke	13,700	83	11,370
Defiance	8,500	85	7,210
Delaware	9,200	89	8,210
Erie	18,000	81	14,580
Fairfield	17,300	89	15,380
Fayette	7,700	78	6,000
Franklin	177,100	92	162,720
Fulton	8,300	81	6,730
Gallia	6,800	76	5,170
Geauga	8,400	78	6,530
Greene	20,600	89	18,400
Guernsey	11,800	68	8,060
Hamilton	258,100	88	226,390
Hancock	15,700	81	12,670
Hardin	9,300	86	7,970
Harrison	5,900	82	4,860
Henry	7,100	85	6,020
Highland	9,600	78	7,460
Hocking	5,700	85	4,830
Holmes	5,500	80	4,370
Huron	13,100	85	11,150
Jackson	8,600	81	6,970
Jefferson	28,500	84	23,940
Knox	11,800	85	10,040
Lake	27,700	90	24,960
Lawrence	14,900	85	12,680
Licking	24,200	81	19,650
Logan	10,800	83	8,990
Lorain	52,600	89	46,870
Lucas	133,300	89	118,840
Madison	6,500	83	5,380
Mahoning	79,300	88	69,860
Marion	17,600	86	15,100
Medina	13,900	91	12,690
Meigs	7,100	80	5,650
Mercer	8,800	82	7,230
Miami	21,300	91	19,400
Monroe	4,500	78	3,510
Montgomery	138,000	93	128,000
Morgan	4,200	78	3,270
Morrow	5,400	85	4,570
Muskingum	24,500	70	17,100
Noble	3,600	78	2,800
Ottawa	10,000	85	8,480
Paulding	4,800	79	3,780
Perry	8,600	87	7,460
Pickaway	8,000	88	7,060
Pike	7,100	81	5,760
Portage	20,500	84	17,240
Preble	8,900	89	7,940
Putnam	7,700	79	6,070
Richland	30,900	85	26,170
Ross	16,800	87	14,530
Sandusky	16,000	86	13,780
Scioto	30,700	85	26,000
Seneca	17,200	80	13,760
Shelby	9,000	85	7,640
Stark	94,800	86	81,910
Summit	140,300	91	127,310
Trumbull	51,500	85	43,780
Tuscarawas	23,200	81	18,790
Union	6,700	83	5,540
Van Wert	9,300	82	7,650
Vinton	2,800	85	2,370
Warren	13,900	86	11,940
Washington	14,500	75	10,930
Wayne	18,400	81	14,960
Williams	9,000	83	7,470
Wood	18,900	88	16,710
Wyandot	6,500	79	5,140
OKLAHOMA	**668,500**	**67**	**444,930**
Adair	3,200	40	1,280
Alfalfa	3,000	55	1,640
Atoka	3,200	51	1,630
Beaver	2,100	19	400
Beckham	6,800	33	2,270
Blaine	4,100	67	2,750
Bryan	7,200	49	3,520
Caddo	8,300	59	4,870
Canadian	7,100	79	5,590
Carter	12,800	49	6,270
Cherokee	3,400	50	1,710

State and County	Total House-holds	TV Households %	TV Households Number
Choctaw	4,200	18	750
Cimarron	1,300	19	250
Cleveland	10,600	80	8,500
Coal	1,600	51	810
Comanche	22,000	75	16,380
Cotton	3,100	58	1,790
Craig	4,200	59	2,460
Creek	12,400	79	9,780
Custer	5,600	47	2,610
Delaware	3,000	59	1,760
Dewey	2,200	47	1,030
Ellis	2,700	36	970
Garfield	16,100	66	10,670
Garvin	9,100	60	5,480
Grady	9,400	75	7,000
Grant	2,500	55	1,360
Greer	2,600	35	910
Harmon	2,100	35	740
Harper	1,500	36	540
Haskell	2,800	28	770
Hughes	4,700	47	2,230
Jackson	7,100	35	2,490
Jefferson	2,700	58	1,560
Johnston	2,500	51	1,270
Kay	15,900	69	11,020
Kingfisher	3,300	67	2,210
Kiowa	4,800	55	2,620
Latimer	2,100	28	580
Le Flore	7,800	25	1,920
Lincoln	5,900	73	4,300
Logan	6,100	56	3,420
Love	1,700	49	830
McClain	4,400	60	2,650
McCurtain	5,800	30	1,760
McIntosh	3,600	47	1,700
Major	2,900	55	1,580
Marshall	2,000	49	980
Mayes	5,100	59	2,990
Murray	2,900	51	1,480
Muskogee	16,600	77	12,800
Noble	3,000	66	1,970
Nowata	3,500	73	2,560
Okfuskee	3,900	50	1,970
Oklahoma	124,500	82	102,140
Okmulgee	11,600	60	6,990
Osage	10,300	79	8,170
Ottawa	8,300	58	4,810
Pawnee	4,200	66	2,760
Payne	13,000	51	6,600
Pittsburg	10,100	49	4,910
Pontotoc	8,900	66	5,840
Pottawatomie	13,200	54	7,130
Pushmataha	2,800	18	500
Roger Mills	1,900	47	890
Rogers	5,400	73	3,950
Seminole	11,600	58	6,730
Sequoyah	4,400	40	1,750
Stephens	11,100	61	6,800
Texas	3,600	19	690
Tillman	4,800	58	2,770
Tulsa	93,000	89	82,380
Wagoner	4,100	50	2,060
Washington	11,300	76	8,530
Washita	4,600	55	2,510
Woods	4,000	36	1,450
Woodward	3,300	36	1,190
OREGON	**537,700**	**53**	**285,550**
Baker	4,900	27	1,340
Benton	10,400	37	3,820
Clackamas	29,200	65	19,050
Clatsop	10,900	39	4,230
Columbia	7,000	42	2,920
Coos	17,900	20	3,610
Crook	2,500	23	570
Curry	2,700	24	640
Deschutes	6,700	23	1,530
Douglas	20,600	34	6,910
Gilliam	1,000	37	370
Grant	2,600	18	470
Harney	2,000	14	280
Hood River	3,800	34	1,280
Jackson	21,500	50	10,750
Jefferson	2,100	34	710
Josephine	10,300	38	3,910
Klamath	13,200	31	4,020
Lake	1,900	14	270
Lane	47,400	62	29,430
Lincoln	7,900	33	2,580
Linn	18,900	38	7,140
Malheur	6,300	48	3,030
Marion	30,900	54	16,750
Morrow	1,300	37	480
Multnomah	177,300	70	124,570
Polk	7,200	49	3,560
Sherman	700	37	260
Tillamook	6,400	39	2,480
Umatilla	13,500	32	4,330
Union	5,800	27	1,590
Wallowa	2,000	27	550
Wasco	7,300	34	2,470
Washington	23,000	70	16,000
Wheeler	1,100	18	200
Yamhill	9,500	36	3,450
PENNSYLVANIA	**3,226,500**	**82**	**2,629,320**
Adams	13,100	73	9,560
Allegheny	466,900	86	399,810
Armstrong	23,800	83	19,740
Beaver	52,600	86	45,010
Bedford	11,400	83	9,460
Berks	79,300	81	64,470
Blair	41,300	82	33,910
Bradford	15,900	79	12,500
Bucks	69,800	86	59,820
Butler	29,100	85	24,760
Cambria	58,200	83	48,190
Cameron	1,900	60	1,140
Carbon	16,200	79	12,840
Centre	17,500	79	13,780
Chester	45,900	85	39,020
Clarion	10,700	81	8,700
Clearfield	23,800	84	19,920
Clinton	10,800	62	6,680
Columbia	16,100	66	10,630
Crawford	24,200	76	18,500
Cumberland	31,500	74	23,400
Dauphin	63,600	81	51,710
Delaware	146,000	85	123,950
Elk	9,800	56	5,440
Erie	70,600	84	59,300
Fayette	52,900	84	44,550
Forest	1,300	59	770
Franklin	23,100	77	17,810
Fulton	2,900	68	1,980
Greene	12,600	72	9,090
Huntingdon	11,500	80	9,200
Indiana	21,300	82	17,350
Jefferson	14,200	82	11,590
Juniata	4,400	57	2,500
Lackawanna	75,400	81	60,700
Lancaster	71,500	83	59,350
Lawrence	32,000	82	26,300
Lebanon	27,000	82	22,140
Lehigh	60,600	85	51,510
Luzerne	108,800	79	86,060
Lycoming	32,300	57	18,440
McKean	17,200	64	10,990
Mercer	34,200	81	27,830
Mifflin	12,800	81	10,340
Monroe	10,700	80	8,550
Montgomery	114,900	86	98,810
Montour	3,700	75	2,790
Northampton	55,100	85	46,840
Northumberland	34,000	58	19,610
Perry	7,400	57	4,210
Philadelphia	649,000	82	531,530
Pike	3,100	69	2,150
Potter	4,800	60	2,870
Schuylkill	56,700	78	44,230
Snyder	6,500	58	3,760
Somerset	22,800	71	16,100
Sullivan	1,700	77	1,300
Susquehanna	8,900	79	7,010
Tioga	10,800	69	7,460
Union	6,100	58	3,530
Venango	18,900	63	11,900
Warren	12,400	67	8,340
Washington	62,000	86	53,490
Wayne	7,900	69	5,480
Westmoreland	92,400	87	80,450
Wyoming	4,900	77	3,750
York	65,800	83	54,420
RHODE ISLAND	**249,800**	**85**	**213,390**
Bristol	8,900	86	7,670
Kent	27,800	86	23,880
Newport	18,300	85	15,460
Providence	179,300	86	153,480
Washington	15,500	83	12,900
SOUTH CAROLINA	**559,500**	**55**	**308,190**
Abbeville	5,500	56	3,080
Aiken	26,100	47	12,150
Allendale	3,200	36	1,140
Anderson	23,400	54	12,730
Bamberg	3,900	36	1,390
Barnwell	7,000	36	2,500
Beaufort	6,700	54	3,590
Berkeley	6,800	55	3,730
Calhoun	3,200	42	1,330
Charleston	50,900	74	37,620
Cherokee	8,800	61	5,330
Chester	7,700	54	4,180
Chesterfield	7,900	48	3,800
Clarendon	6,500	37	2,410
Colleton	7,100	56	3,970
Darlington	12,100	47	5,740
Dillon	6,600	50	3,280
Dorchester	5,500	56	3,070
Edgefield	3,700	46	1,690
Fairfield	4,700	54	2,540
Florence	19,900	60	12,000
Georgetown	7,700	53	4,100
Greenville	50,000	68	34,100
Greenwood	11,600	57	6,570
Hampton	4,300	54	2,300
Horry	13,900	21	2,930
Jasper	2,500	54	1,340
Kershaw	7,400	55	4,080
Lancaster	8,800	54	4,740
Laurens	11,500	36	4,120
Lee	4,600	59	2,710
Lexington	12,400	52	6,390
McCormick	2,100	56	1,180
Marion	7,600	53	4,040
Marlboro	7,100	49	3,460
Newberry	8,000	47	3,780
Oconee	9,200	37	3,420
Orangeburg	16,100	47	7,490
Pickens	10,100	41	4,130
Richland	42,200	70	29,480
Saluda	3,600	46	1,650
Spartanburg	40,800	55	22,520
Sumter	14,200	48	6,770
Union	7,500	53	3,980
Williamsburg	8,900	55	4,870
York	20,200	53	10,770
SOUTH DAKOTA	**199,400**	**43**	**86,550**
Aurora	1,300	24	310
Beadle	6,800	25	1,680
Bennett	800	20	160
Bon Homme	2,500	56	1,410
Brookings	5,300	49	2,600
Brown	10,500	37	3,920
Brule	1,700	24	400
Buffalo	400	31	120
Butte	2,600	21	540
Campbell	900	21	190
Charles Mix	4,800	24	1,130
Clark	2,500	40	1,000
Clay	3,600	75	2,680
Codington	6,200	40	2,470
Corson	1,500	21	310
Custer	1,600	21	330
Davison	5,300	43	2,260
Day	3,400	42	1,440
Deuel	1,700	40	680
Dewey	1,200	21	250
Douglas	1,200	24	280
Edmunds	1,800	21	380
Fall River	3,300	21	680
Faulk	1,500	31	460
Grant	2,700	42	1,140
Gregory	2,600	18	460
Haakon	700	16	110
Hamlin	2,100	40	840
Hand	1,900	31	580
Hanson	1,300	43	560
Harding	700	21	150
Hughes	2,500	20	500
Hutchinson	3,200	56	1,800
Hyde	700	31	210
Jackson	500	16	80
Jerauld	1,200	31	370
Jones	800	20	160
Kingsbury	2,800	49	1,370
Lake	3,100	65	2,010
Lawrence	5,800	19	1,090
Lincoln	3,700	75	2,760
Lyman	1,100	18	200
McCook	2,500	65	1,610
McPherson	1,700	21	360
Marshall	2,100	42	890
Meade	3,100	19	580
Mellette	800	20	160
Miner	1,700	43	730
Minnehaha	25,700	82	21,070
Moody	2,500	65	1,610
Pennington	17,300	36	6,300
Perkins	1,800	21	380
Potter	1,300	20	260
Roberts	3,700	42	1,570
Sanborn	1,400	43	600
Shannon	1,100	21	230
Spink	3,400	25	840
Stanley	400	16	60
Sully	800	20	160
Todd	1,100	20	220
Tripp	2,400	18	430
Turner	3,500	75	2,610
Union	3,200	75	2,380
Walworth	2,300	21	480
Washabaugh	200	20	40
Yankton	4,900	56	2,760
Ziebach	700	21	150
TENNESSEE	**899,000**	**60**	**536,000**
Anderson	14,900	58	8,640
Bedford	6,600	57	3,750
Benton	2,900	33	960
Bledsoe	1,700	52	890
Blount	15,200	71	10,810
Bradley	8,600	53	4,540
Campbell	8,000	41	3,300
Cannon	2,100	58	1,220
Carroll	7,400	39	2,860
Carter	10,900	52	5,650
Cheatham	2,000	64	1,270
Chester	2,700	39	1,050
Claiborne	5,400	32	1,720
Clay	1,900	39	730
Cocke	5,200	37	1,930
Coffee	7,000	58	4,080
Crockett	4,000	51	2,040
Cumberland	4,500	30	1,350
Davidson	98,800	78	76,960
Decatur	2,400	33	790
De Kalb	2,500	51	1,270
Dickson	5,000	51	2,530
Dyer	8,800	57	5,020
Fayette	5,800	56	3,250
Fentress	3,200	32	1,020
Franklin	6,100	27	1,610
Gibson	13,800	43	5,890
Giles	6,800	32	2,200
Grainger	2,800	32	890
Greene	10,400	35	3,630
Grundy	2,800	41	1,160
Hamblen	6,900	37	2,550
Hamilton	63,700	60	38,420
Hancock	2,000	32	640
Hardeman	4,900	49	2,420
Hardin	4,000	39	1,560
Hawkins	7,400	26	1,930
Haywood	5,900	51	3,010
Henderson	4,100	33	1,360
Henry	6,500	36	2,320
Hickman	3,000	51	1,520
Houston	1,200	55	670
Humphreys	2,700	55	1,490
Jackson	2,500	39	960
Jefferson	4,800	38	1,830
Johnson	2,600	39	1,020
Knox	64,900	79	51,090
Lake	2,700	41	1,100
Lauderdale	6,400	57	3,620
Lawrence	6,900	32	2,230
Lewis	1,500	51	760
Lincoln	6,300	27	1,670
Loudon	6,200	54	3,340
McMinn	8,100	43	3,450
McNairy	5,000	39	1,950
Macon	3,400	51	1,720
Madison	17,300	47	8,200
Marion	4,800	52	2,510
Marshall	5,000	57	2,840
Maury	10,800	51	5,450
Meigs	1,300	43	550
Monroe	5,500	56	3,060
Montgomery	12,100	64	7,760
Moore	1,200	27	320
Morgan	3,100	32	990
Obion	8,000	41	3,270
Overton	3,900	39	1,510
Perry	1,500	21	310
Pickett	1,000	32	320
Polk	3,000	56	1,670
Putnam	7,900	45	3,520
Rhea	3,800	43	1,620
Roane	8,200	58	4,770
Robertson	6,800	64	4,320
Rutherford	11,100	63	7,040
Scott	4,000	32	1,270
Sequatchie	1,300	52	680
Sevier	5,400	38	2,050
Shelby	149,900	80	119,770
Smith	3,600	51	1,830
Stewart	2,000	55	1,110
Sullivan	28,700	51	14,490
Sumner	8,700	77	6,680
Tipton	7,400	59	4,390
Trousdale	1,600	51	810
Unicoi	3,800	38	1,430
Union	1,900	32	600
Van Buren	800	52	420
Warren	6,300	41	2,600
Washington	15,500	60	9,330
Wayne	3,200	21	660
Weakley	7,600	34	2,580
White	3,900	30	1,170
Williamson	5,800	75	4,360
Wilson	7,500	55	4,100
TEXAS	**2,488,000**	**64**	**1,586,210**
Anderson	8,200	31	2,570
Andrews	2,600	47	1,230
Angelina	10,600	39	4,110
Aransas	1,200	31	370
Archer	1,800	55	980
Armstrong	600	70	420
Atascosa	4,700	62	2,920
Austin	4,000	48	1,930
Bailey	2,200	69	1,520
Bandera	1,200	65	780
Bastrop	5,000	40	2,010
Baylor	2,100	55	1,150
Bee	4,900	46	2,270
Bell	23,800	62	14,800
Bexar	150,400	78	117,560
Blanco	1,300	54	710
Borden	200	53	110
Bosque	3,000	47	1,410
Bowie	19,800	53	10,400
Brazoria	16,400	80	13,100
Brazos	11,500	36	4,140
Brewster	1,800	14	250
Briscoe	900	33	290
Brooks	2,700	35	940
Brown	8,900	29	2,610
Burleson	3,000	40	1,210
Burnet	2,700	55	1,480
Caldwell	4,700	53	2,500
Calhoun	3,100	31	960
Callahan	2,400	43	1,040
Cameron	38,800	44	17,230
Camp	2,400	40	970
Carson	1,800	70	1,250
Cass	6,100	54	3,270
Castro	1,600	50	790
Chambers	2,200	78	1,710
Cherokee	9,300	31	2,920
Childress	3,300	27	880
Clay	2,500	71	1,760
Cochran	1,700	69	1,170
Coke	1,200	50	600
Coleman	3,800	49	1,870
Collin	12,500	74	9,210
Collingsworth	2,200	27	580
Colorado	5,000	41	2,070
Comal	5,200	54	2,830
Comanche	3,900	29	1,150
Concho	1,400	32	450
Cooke	7,100	71	5,010
Coryell	4,400	55	2,420
Cottle	1,300	26	340
Crane	1,400	37	510
Crockett	1,100	22	240
Crosby	2,500	62	1,540
Culberson	500	40	200
Dallam	2,400	73	1,760
Dallas	240,300	81	194,830
Dawson	5,800	47	2,740
Deaf Smith	3,100	43	1,340
Delta	2,000	36	720
Denton	12,100	75	9,100
DeWitt	6,200	44	2,730
Dickens	1,700	36	610
Dimmit	2,400	27	650
Donley	1,500	56	840
Duval	3,200	38	1,200
Eastland	6,700	43	2,880
Ector	19,500	58	11,210
Edwards	800	17	130
Ellis	12,400	67	8,320
El Paso	62,900	81	50,890
Erath	5,100	47	2,390
Falls	6,500	45	2,920
Fannin	7,700	34	2,590
Fayette	6,000	41	2,480
Fisher	2,500	50	1,260
Floyd	2,900	62	1,780
Foard	1,100	46	510
Fort Bend	7,300	69	5,000
Franklin	1,500	36	540

YOUR Q FOR COLOR

Chicago homemakers get bright buying ideas in COLOR these days from "Bob and Kay with Eddie Doucette." This mid-day WNBQ favorite (12:30 to 1:30 pm daily) currently sells in COLOR for such leading advertisers as American Home Foods, Coty, Inc., International Cellucotton and Rockwood Candy.

The stars of this show – Bob Murphy, Kay Westfall and Chef Eddie Doucette – have sold successfully for more than 200 advertisers on WNBQ since 1950. And "Bob and Kay with Eddie Doucette" is only one of many programs included in the more than 30 hours of local WNBQ COLOR now presented weekly for over 40 local and national spot advertisers.

This is *your* cue to sell in COLOR, too. By all means the place to do that is WNBQ, where COLOR is proven through and through.

WNBQ NBC Television leadership station in Chicago

SOLD BY NBC SPOT SALES

State and County	Total House-holds	TV Households %	TV Households Number
Freestone	3,800	34	1,290
Frio	2,600	62	1,610
Gaines	2,400	47	1,130
Galveston	38,500	74	28,610
Garza	1,800	56	1,010
Gillespie	3,000	34	1,030
Glasscock	200	44	90
Goliad	1,300	46	600
Gonzales	5,200	53	2,760
Gray	7,400	56	4,160
Grayson	22,400	58	13,060
Gregg	21,300	51	10,950
Grimes	3,600	53	1,910
Guadalupe	7,000	68	4,740
Hale	9,400	62	5,780
Hall	2,700	33	880
Hamilton	2,900	47	1,360
Hansford	1,200	78	940
Hardeman	3,000	46	1,370
Hardin	5,600	40	2,260
Harris	317,800	80	254,280
Harrison	12,300	47	5,760
Hartley	500	73	370
Haskell	3,500	53	1,860
Hays	4,400	54	2,390
Hemphill	1,300	32	410
Henderson	5,600	31	1,760
Hidalgo	46,000	42	19,100
Hill	8,300	82	6,840
Hockley	7,100	69	4,890
Hood	1,300	69	890
Hopkins	5,900	36	2,110
Houston	5,400	32	1,720
Howard	8,600	53	4,540
Hudspeth	1,200	40	480
Hunt	11,300	75	8,520
Hutchinson	9,900	88	8,660
Irion	500	44	220
Jack	2,100	67	1,400
Jackson	3,500	47	1,650
Jasper	5,100	34	1,750
Jeff Davis	500	40	200
Jefferson	64,700	72	46,410
Jim Hogg	1,300	24	320
Jim Wells	7,600	28	2,150
Johnson	9,700	79	7,620
Jones	6,300	50	3,170
Karnes	3,800	46	1,760
Kaufman	7,300	64	4,670
Kendall	1,600	65	1,030
Kenedy	100	35	30
Kent	500	36	180
Kerr	4,200	34	1,430
Kimble	1,200	34	410
King	200	26	50
Kinney	500	27	130
Kleberg	6,400	28	1,810
Knox	2,500	46	1,150
Lamar	12,600	18	2,320
Lamb	5,800	69	4,000
Lampasas	2,800	55	1,540
La Salle	1,900	38	720
Lavaca	5,500	44	2,430
Lee	2,500	40	1,010
Leon	2,700	34	910
Liberty	7,600	78	5,890
Limestone	5,900	45	2,650
Lipscomb	1,100	32	350
Live Oak	2,000	38	760
Llano	1,700	25	420
Loving	100	37	40
Lubbock	42,600	65	27,630
Lynn	2,700	56	1,510
McCulloch	3,000	32	970
McLennan	40,900	75	30,540
McMullen	500	38	190
Madison	1,900	32	600
Marion	2,400	54	1,290
Martin	1,400	47	660
Mason	1,600	25	400
Matagorda	6,400	47	3,010
Maverick	2,900	27	780
Medina	4,500	65	2,910
Menard	1,100	32	350
Midland	13,600	70	9,470
Milam	5,700	36	2,060
Mills	1,500	55	820
Mitchell	4,000	53	2,110
Montague	4,600	71	3,240
Montgomery	7,000	64	4,500
Moore	6,300	73	4,620
Morris	2,500	54	1,340
Motley	1,000	26	260
Nacogdoches	7,500	27	2,050
Navarro	10,600	69	7,360
Newton	2,400	34	820
Nolan	5,900	50	2,970
Nueces	61,800	59	36,380
Ochiltree	1,900	32	600
Oldham	400	43	170
Orange	16,300	56	9,190
Palo Pinto	8,400	69	5,780
Panola	4,300	22	930
Parker	7,500	69	5,150
Parmer	1,800	43	780
Pecos	2,600	21	540
Polk	3,700	49	1,800
Potter	34,400	84	28,910
Presidio	1,500	14	200
Rains	800	71	570
Randall	6,400	70	4,460
Reagan	900	44	400
Real	700	33	230
Red River	5,300	28	1,500
Reeves	4,100	21	860
Refugio	2,500	31	780
Roberts	300	32	100
Robertson	4,800	36	1,740
Rockwall	1,400	64	900
Runnels	4,400	49	2,160
Rusk	11,700	41	4,800
Sabine	1,900	34	650
San Augustine	1,900	27	520
San Jacinto	1,600	49	780
San Patricio	9,500	50	4,730
San Saba	2,200	25	540
Schleicher	700	22	150
Scurry	9,900	48	4,720
Shackelford	1,100	43	480
Shelby	5,700	22	1,240
Sherman	700	73	510
Smith	22,400	51	11,490
Somervell	800	47	370
Starr	3,000	24	730
Stephens	3,300	43	1,430
Sterling	400	44	180
Stonewall	900	50	450
Sutton	1,000	22	220
Swisher	2,300	50	1,140
Tarrant	153,300	77	117,910
Taylor	21,200	61	12,970
Terrell	900	21	190
Terry	4,100	61	2,510
Throckmorton	900	53	480
Titus	4,600	28	1,310
Tom Green	21,300	53	11,350
Travis	49,700	66	32,600
Trinity	2,500	49	1,210
Tyler	2,800	40	1,130
Upshur	4,900	40	1,970
Upton	1,500	44	660
Uvalde	4,600	33	1,510
Val Verde	4,300	17	720
Van Zandt	5,500	71	3,880
Victoria	10,000	28	2,800
Walker	4,200	53	2,230
Waller	2,900	64	1,860
Ward	4,300	37	1,570
Washington	5,100	48	2,450
Webb	14,400	24	3,470
Wharton	9,700	52	5,000
Wheeler	2,500	27	660
Wichita	33,400	70	23,380
Wilbarger	5,700	55	3,120
Willacy	6,000	35	2,090
Williamson	10,200	58	5,890
Wilson	3,200	68	2,170
Winkler	3,800	37	1,390
Wise	4,300	67	2,860
Wood	5,200	40	2,090
Yoakum	1,100	61	670
Young	4,600	53	2,440
Zapata	1,000	24	240
Zavala	2,600	33	850
UTAH	**209,400**	**70**	**145,630**
Beaver	1,300	9	120
Box Elder	5,500	78	4,270
Cache	9,400	69	6,440
Carbon	7,200	31	2,230
Daggett	100	19	20
Davis	10,600	78	8,270
Duchesne	2,000	19	380
Emery	1,400	31	440
Garfield	900	9	80
Grand	500	31	160
Iron	2,500	9	230
Juab	1,500	40	600
Kane	600	9	60
Millard	2,400	40	960
Morgan	600	61	370
Piute	500	9	50
Rich	500	61	300
Salt Lake	88,100	81	71,360
San Juan	1,000	9	90
Sanpete	3,700	40	1,480
Sevier	3,200	40	1,280
Summit	1,700	61	1,040
Tooele	5,500	68	3,740
Uintah	2,700	19	510
Utah	23,700	77	18,250
Wasatch	1,300	61	790
Washington	2,700	9	240
Wayne	300	9	30
Weber	28,000	78	21,840
VERMONT	**109,600**	**64**	**70,040**
Addison	5,100	62	3,150
Bennington	7,700	74	5,680
Caledonia	7,200	53	3,830
Chittenden	18,600	82	15,170
Essex	1,800	73	1,310
Franklin	8,300	67	5,540
Grand Isle	800	67	530
Lamoille	3,000	67	2,000
Orange	4,700	53	2,500
Orleans	5,800	73	4,210
Rutland	13,300	64	8,480
Washington	12,100	70	8,470
Windham	8,500	39	3,300
Windsor	12,700	46	5,870
VIRGINIA	**927,900**	**66**	**614,850**
Accomack	10,100	41	4,130
Albemarle	13,700	41	5,590
Alleghany	7,700	64	4,900
Amelia	1,700	51	870
Amherst	4,300	56	2,410
Appomattox	1,900	56	1,070
Arlington	71,500	84	60,090
Augusta	17,800	42	7,390
Bath	1,500	40	600
Bedford	7,400	49	3,600
Bland	1,400	42	590
Botetourt	3,900	64	2,480
Brunswick	4,300	41	1,760
Buchana	7,900	28	2,240
Buckingham	2,600	46	1,200
Campbell	21,500	62	13,330
Caroline	2,600	65	1,680
Carroll	6,800	37	2,540
Charles City	900	64	580
Charlotte	3,100	51	1,590
Chesterfield	10,500	78	8,230
Clarke	1,800	64	1,160
Craig	800	64	510
Culpeper	3,300	55	1,820
Cumberland	1,600	46	730
Dickenson	5,100	29	1,490
Dinwiddie	13,900	81	11,290
Essex	1,400	65	910
Fairfax	33,200	89	29,510
Fauquier	5,400	64	3,460
Floyd	2,600	37	970
Fluvanna	1,700	46	780
Franklin	5,700	49	2,770
Frederick	9,200	75	6,880
Giles	5,000	62	3,080
Gloucester	2,900	67	1,930
Goochland	1,700	62	1,060
Grayson	5,600	40	2,220
Greene	1,100	46	510
Greensville	3,900	51	1,990
Halifax	9,200	56	5,150
Hanover	5,600	62	3,490
Henrico	88,100	81	71,180
Henry	12,700	58	7,400
Highland	800	40	320
Isle of Wight	3,500	49	1,700
James City	2,600	67	1,730
King & Queen	1,400	65	910
King George	1,800	59	1,050
King William	1,900	65	1,230
Lancaster	2,300	59	1,350
Lee	8,000	33	2,620
Loudon	5,100	82	4,180
Louisa	3,000	62	1,870
Lunenburg	3,400	41	1,390
Madison	2,000	46	920
Mathews	1,700	67	1,130
Mecklenburg	8,000	48	3,850
Middlesex	1,900	67	1,260
Montgomery	10,400	77	8,020
Nansemond	10,000	62	6,220
Nelson	3,200	56	1,800
New Kent	1,000	64	640
Newport News	48,400	82	39,680
Norfolk	130,500	83	108,100
Northampton	4,500	48	2,170
Northumberland	2,500	59	1,460
Nottoway	4,300	51	2,200
Orange	3,100	55	1,710
Page	3,800	50	1,900
Patrick	3,600	37	1,340
Pittsylvania	27,300	48	13,190
Powhatan	1,200	62	750
Prince Edward	3,700	51	1,890
Prince George	9,100	64	5,860
Princess Anne	14,500	70	10,210
Prince Wm.	5,200	82	4,260
Pulaski	7,600	62	4,690
Rappahannock	1,400	46	640
Richmond	1,400	59	820
Roanoke	39,100	81	31,480
Rockbridge	7,100	40	2,840
Rockingham	12,600	55	6,870
Russell	6,100	29	1,790
Scott	6,600	38	2,530
Shenandoah	5,600	50	2,810
Smyth	7,100	40	2,820
Southampton	6,300	49	3,060
Spotsylvania	6,500	62	4,020
Stafford	3,100	62	1,920
Surry	1,500	67	1,000
Sussex	2,700	51	1,380
Tazewell	11,600	34	3,920
Warren	4,400	64	2,830
Washington	13,200	31	4,070
Westmoreland	2,600	59	1,530
Wise	13,600	36	4,870
Wythe	5,800	42	2,430
York	3,700	67	2,460
WASHINGTON	**820,600**	**65**	**530,940**
Adams	3,000	62	1,850
Asotin	3,800	44	1,660
Benton	19,600	36	7,040
Chelan	13,600	38	5,110
Clallam	8,600	67	5,720
Clark	27,900	69	19,140
Columbia	1,500	44	660
Cowlitz	18,000	45	8,170
Douglas	3,800	27	1,010
Ferry	1,100	47	520
Franklin	6,600	47	3,110
Garfield	900	44	390
Grant	11,700	41	4,810
Grays Harbor	18,100	43	7,840
Island	3,900	72	2,800
Jefferson	2,600	69	1,780
King	256,400	74	188,560
Kitsap	27,300	77	21,050
Kittitas	6,300	31	1,980
Klickitat	4,100	36	1,470
Lewis	13,900	50	6,880
Lincoln	3,400	62	2,090
Mason	4,800	69	3,300
Okanogan	8,700	33	2,900
Pacific	5,600	39	2,190
Pend Oreille	2,500	47	1,180
Pierce	88,200	73	63,920
San Juan	1,200	72	860
Skagit	14,300	54	7,660
Skamania	1,700	54	910
Snohomish	43,400	75	32,470
Spokane	82,900	75	62,510
Stevens	6,000	47	2,840
Thurston	15,500	65	10,090
Wahkiakum	1,000	39	390
Walla Walla	12,300	36	4,420
Whatcom	22,900	48	10,970
Whitman	9,000	46	4,100
Yakima	44,500	60	26,590
WEST VIRGINIA	**502,400**	**61**	**304,030**
Barbour	4,600	32	1,470
Berkeley	8,000	65	5,210
Boone	7,600	57	4,290
Braxton	3,700	31	1,160
Brooke	6,900	90	6,200
Cabell	33,100	87	28,760
Calhoun	2,200	45	990
Clay	3,200	48	1,530
Doddridge	2,100	27	570
Fayette	19,900	52	10,290
Gilmer	2,100	27	570
Grant	2,200	36	790
Greenbrier	9,200	51	4,720
Hampshire	2,900	38	1,110
Hancock	8,800	86	7,600
Hardy	2,200	36	790
Harrison	22,500	36	8,030
Jackson	3,500	45	1,580
Jefferson	4,300	79	3,410
Kanawha	65,300	80	52,300
Lewis	4,600	31	1,440
Lincoln	4,700	77	3,600
Logan	17,700	63	11,200
McDowell	20,700	54	11,260
Marion	19,500	63	12,340
Marshall	9,000	81	7,250
Mason	6,000	77	4,600
Mercer	18,400	53	9,700
Mineral	5,700	38	2,180
Mingo	10,900	64	6,930
Monongalia	15,800	69	10,930
Monroe	2,900	46	1,340
Morgan	2,300	38	880
Nicholas	6,500	48	3,100
Ohio	22,600	88	19,820
Pendleton	2,000	36	720
Pleasants	1,600	54	860
Pocahontas	2,700	36	970
Preston	7,500	46	3,470
Putnam	5,000	77	3,830
Raleigh	22,900	47	10,690
Randolph	7,100	30	2,130
Ritchie	2,900	27	780
Roane	3,800	45	1,710
Summers	4,400	46	2,030
Taylor	4,400	46	2,030
Tucker	2,200	36	780
Tyler	2,500	54	1,340
Upshur	4,800	32	1,540
Wayne	8,200	64	5,250
Webster	4,000	36	1,440
Wetzel	4,700	54	2,520
Wirt	1,200	45	540
Wood	20,100	46	9,170
Wyoming	8,800	49	4,290
WISCONSIN	**1,082,700**	**75**	**812,110**
Adams	2,500	33	830
Ashland	5,600	52	2,900
Barron	10,800	53	5,720
Bayfield	3,900	43	1,690
Brown	30,000	85	25,620
Buffalo	4,400	63	2,790
Burnett	2,900	48	1,380
Calumet	5,500	81	4,480
Chippewa	12,000	57	6,830
Clark	9,100	45	4,070
Columbia	10,800	52	5,650
Crawford	5,000	45	2,230
Dane	53,100	67	35,580
Dodge	17,500	84	14,670
Door	6,600	82	5,430
Douglas	14,300	62	8,870
Dunn	7,800	65	5,030
Eau Claire	17,500	80	13,910
Florence	1,200	44	530
Fond du Lac	20,700	77	15,940
Forest	2,400	44	1,060
Grant	12,600	51	6,390
Green	7,600	57	4,300
Green Lake	4,700	47	2,190
Iowa	5,700	44	2,500
Iron	2,500	52	1,290
Jackson	4,900	55	2,700
Jefferson	13,600	84	11,420
Juneau	5,500	33	1,830
Kenosha	25,600	87	22,140
Kewaunee	4,800	82	3,950
La Crosse	21,300	61	13,040
Lafayette	5,300	57	3,000
Langlade	6,100	53	3,240
Lincoln	6,600	53	3,500
Manitowoc	20,700	85	17,550
Marathon	23,300	58	13,400
Marinette	10,600	62	6,570
Marquette	2,700	47	1,260
Milwaukee	293,100	91	266,090
Monroe	8,800	53	4,650
Oconto	7,400	81	5,990
Oneida	6,600	41	2,710
Outagamie	25,300	85	21,450
Ozaukee	7,600	88	6,700
Pepin	2,100	63	1,330
Pierce	6,300	63	3,990
Polk	7,500	82	6,170
Portage	9,300	55	5,090
Price	4,700	42	1,990
Racine	36,300	88	31,940
Richland	5,500	44	2,410
Rock	31,200	67	20,940

Who could sell her anything now...except
THE NATION'S VOICE
ONE OF A SERIES OF FULL PAGE ADS RUN IN NEW YORK TIMES AND OTHER LEADING NEWSPAPERS

The new advertising strategy based on Politz research

From daybreak to bedtime, radio – and *only* radio – can follow your potential customer wherever she goes, sell her while she is occupied with other things. And in the average home, more listening is done *in the kitchen* than any other place!

Alfred Politz Research, Inc., collected the important facts which form the basis of the new and amazingly *economical* advertising technique called The Nation's Voice. This is the strategy of concentrating your advertising on a relatively small number of *great* radio stations in important markets.

Among the 2,833 radio stations operating today, only 48 are needed to bring 85% of all America's millions within your reach!

Not in just one – but in five separate markets, the Politz studies show that people *trust*, *respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station. These studies show, too, that in areas where television is most highly developed, two-thirds of the adult population listen to radio on any given day. Within a week, 87.8% listen.

The Nation's Voice story is in brief presentation form at all Christal offices. Call now and arrange for a demonstration.

A COST COMPARISON OF 4 EXCELLENT MEDIA

If you invest $100,000 in advertising with —

THE LARGEST WEEKLY MAGAZINE – using color pages, your message will go out just three times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT – your money is not quite sufficient for three color pages – delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM – your talent bill alone, with a medium-priced half-hour, would use all your money in less than three shows, and you'd still have to pay for your time.

THE NATION'S VOICE – your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL—Baltimore	WBEN—Buffalo	WGAR—Cleveland	WJR—Detroit	WTIC—Hartford
WDAF—Kansas City	KFI—Los Angeles		WHAS—Louisville	WCKR—Miami
WTMJ—Milwaukee	WHAM—Rochester	WGY—Schenectady	WSYR—Syracuse	WTAG—Worcester

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

State and County	Total House-holds	TV Households %	TV Households Number	State and County	Total House-holds	TV Households %	TV Households Number	State and County	Total House-holds	TV Households %	TV Households Number	State and County	Total House-holds	TV Households %	TV Households Number
Rusk	4,600	42	1,950	Washington	10,900	89	9,650	Carbon	4,900	27	1,320	Platte	2,300	22	490
St. Croix	7,800	84	6,540	Waukesha	29,500	86	25,310	Converse	1,600	22	340	Sheridan	6,200	16	1,010
Sauk	12,100	60	7,240	Waupaca	10,700	82	8,730	Crook	1,200	11	130	Sublette	900	10	90
Sawyer	2,900	43	1,260	Waushara	4,300	47	2,000	Fremont	5,900	10	590	Sweetwater	6,300	9	590
Shawano	9,700	63	6,080	Winnebago	29,500	76	22,450	Goshen	3,600	22	780	Teton	800	23	180
Sheboygan	25,700	84	21,540	Wood	15,300	53	8,170	Hot Springs	1,700	10	170	Uinta	1,600	27	440
Taylor	4,700	42	1,990					Johnson	1,400	16	230	Washakie	2,000	16	330
Trempealeau	6,900	55	3,790					Laramie	16,100	59	9,530	Weston	2,000	11	210
Vernon	7,800	45	3,470	WYOMING	92,100	26	23,750	Lincoln	2,400	27	650	Yellowstone Pk.	100	23	20
Vilas	2,900	41	1,190	Albany	6,500	27	1,760	Natrona	12,800	20	2,590				
Walworth	14,700	83	12,250	Big Horn	3,600	16	590	Niobrara	1,200	22	260				
Washburn	3,300	48	1,570	Campbell	1,400	11	150	Park	5,600	23	1,300	U. S. TOTAL	48,784,600	73	35,495,330

Radio-Tv Set Survey Released by Nielsen

COUNTY-BY-COUNTY data on radio and tv set ownership in the U. S., as of last spring, was distributed by A. C. Nielsen Co. last week to subscribers to its Nielsen Coverage Service No. 2. The complete NCS No. 2, consisting of station coverage reports based on county-by-county set ownership, will be released to subscribers "early this fall," Nielsen said.

The television homes information, according to Nielsen spokesmen, is identical to that which was released last week by Advertising Research Foundation (see story, page 29), which developed it in cooperation with the Neilsen firm through correlation of NCS No. 2 data and a concurrent study by the U. S. Census Bureau. The radio homes figures, it was explained, are an updating of 1955 counts by application of county percent information against new total home base counts developed in cooperation with *Sales Management* and the Census Bureau.

"The figures, developed through the cooperation of representatives from both the buying and selling sides of radio and tv, with Nielsen and ARF, give to the industry a single common source for the basic dimensions of the two broadcasting media," according to Nielsen Vice President John K. Churchill. "We believe this cooperative effort will resolve earlier conflicting claims regarding receiver ownership in certain areas. The combined television and radio tabulations are being distributed exclusively by Nielsen, while the television data are being made available jointly by Nielsen and ARF."

Toy Firm Likes Tv Test, Plans to Increase Use

TRANSOGRAM Co., New York, one of the largest combines of toy and game manufacturers, will plunge into tv this month after having dipped its toe in $10,000 worth of tv time last year. Allocating "at least one-third" of its 1956 total advertising budget of an estimated $300,000 to television, Transogram will place a total of 199 spot announcements on nine stations in the New Haven, Cincinnati and Cleveland markets between Oct. 22 and Dec. 9.

Transogram's tv schedule includes tie-ins with ABC-TV's *Mickey Mouse Club* on WNHC-TV New Haven and WCOP-TV Cincinnati; participations in *Heading West* on WLWT (TV), *Hi Kids* on WKRC-TV, and *Al Lewis Show*, all Cincinnati; *Romper Room, Tumbleweed Theatre,* and *Looney Tunes* on WJW-TV Cleveland, and *Six O'clock Adventure* on KYW-TV Cleveland.

Spokesmen for Transogram pointed out that while the firm maintains complete national distribution, it wants to "give tv a full try" in concentrated market areas before extending its schedule—probably next year—to cover a wide geographic area of the U. S.

According to Charles S. Raizen, Transogram's president, "toys—in action—are a tv natural," adding that year by year, his firm "is learning that television is a most powerful promotion tool." There are no plans for radio at present.

Agency for Transogram is Lester Harrison Inc., New York.

St. Georges & Keyes, Shepard Agency Unite

CONSOLIDATION of St. Georges & Keyes, New York, and K. E. Shepard Inc., Chicago, was announced last week by the agencies' two principals, Stanley J. Keyes Jr. and Kenneth E. Shepard. The combined agency will operate under the name of St. Georges & Keyes.

St. Georges & Keyes, 17-year-old agency, services such clients as Revere Copper & Brass Inc., H. K. Porter Co., Davison Chemical Co. (division of W. R. Grace & Co.), while the former, 29-year-old Shepard agency serviced National Assn. of Home Builders and the veterinary medicine division of Parke Davis & Co.

No personnel changes are contemplated for the agency, which will now have a Chicago office in addition to those in New York and Philadelphia, the latter opening this past July. Mr. Shepard will continue in Chicago as general manager of western operations; Mr. Keyes will remain president, and Ben F. Homan, executive vice president of the Shepard agency, will head the Chicago office's service department.

Richard Hudnut, K&E To Go Separate Ways

THE 14-year association of Richard Hudnut (Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., New York) and Kenyon & Eckhardt, New York, will be ended Dec. 31 on what an official described as "an amiable note."

It was understood that Warner-Lambert would take the approximately $4 million account to Sullivan, Stauffer, Colwell & Bayles, New York, currently serving Warner-Lambert's DuBarry brand hair products. Reportedly, SSC&B may surrender DuBarry to another agency.

Robert G. Urban, executive vice president of Lambert-Hudnut, declined to say what prompted the termination of the K&E advertising agreement by insisting, "we just don't make comments in situations such as these."

Kenyon & Eckhardt services Warner-Lamberts' Quick home permanents, End home curl permanents, Pin Quick home permanent, Enriched Creme shampoo and Creme rinse, all bearing the brand name of Richard Hudnut. Total billing on the account was estimated at $4 million, with at least $3 million allocated to broadcast media. Hudnut currently is sponsoring NBC-TV's *Your Hit Parade* for the third season on an alternate basis with American Tobacco Co. (Lucky Strike) through BBDO, New York. It also is active in tv spot and some years ago sponsored the *Edgar Bergen-Charlie McCarthy* programs on CBS Radio.

Richard Hudnut, then known as Hudnut Sales Co., subsidiary of Warner-Hudnut Co., was absorbed in 1954 by Lambert Pharmacal Co., St. Louis, which was then reorganized into the Warner-Lambert Pharmaceutical Co.

C&W GETS TEXACO $11 MILLION SIREN

A LONG-PENDING consolidation of the bulk of the Texas Co.'s U. S. advertising activities with a single agency will take effect Jan. 1. Company officials last week designated Cunningham & Walsh the recipient of the firm's annual $11 million billing.

This move, in the discussion stage for over three years according to Texaco Advertising Director Donald W. Stewart, "was made to keep up with a change in marketing conditions . . . necessitating consolidation of our advertising planning to a greater degree."

Affected will be Kudner Agency, New York, which handles the company's radio-tv billing (estimated last season at $5 million), and Erwin, Wasey & Co., New York, the agency servicing Havoline motor oil, Marfak, PT anti-freeze, as well as farm and industrial advertising.

One exception to the consolidation will be made: G. M. Basford Co., New York, which will take over Erwin, Wasey's share of industrial advertising.

Cunningham & Walsh handled print and outdoor advertising for the two Texaco gasolines, Sky Chief and Fire Chief. Advertising for McColl-Frontenac Oil Co. Ltd., Texaco's Canadian affiliate (and co-sponsor on its ABC Radio-Canadian Broadcasting Co. sponsorship of the Metropolitan Opera Saturday matinee broadcasts) will continue to be serviced by Ronalds Adv. Ltd., Montreal.

Though having spent an annual $3.8 million on its *Texaco Star Theatre* during the past several years, the Texas Co. will stay clear of network television "through the present season," Mr. Stewart indicated. However, the oil company, which canceled the Jimmy Durante program last season, is considering what Mr. Stewart called "valuable tv properties," for possible use starting next year.

In the aural medium, besides its weekly ABC-CBC Metropolitan Opera broadcasts during the fall-winter season, Texaco sponsors 22 five-minute news programs on ABC Radio weekends; a 15-minute sports program with Tom Harmon, six days a week on approximately 50 western and southwestern radio stations; the Bob Burns sports program on KMOX St. Louis; the Tom Manning sports show on KYW Cleveland, and the John Carmichael sports program on WBBM Chicago.

Mr. Stewart, aware that word of Texaco's impending move had been making the rounds on agency row for over two years, attributed the timing to the fact that "we spent over a year and a half screening prospective agencies," adding that "the choice was altogether more difficult on account of so many very fine presentations we looked at."

For Cunningham & Walsh, no stranger to the Texas Co., the sounding of the familiar red siren is particularly welcome. Earlier this year, it dropped about $12 million in billing when Liggett & Myers moved its Chesterfield account from C&W to McCann-Erickson.

WE'VE TAKEN THE AGE OUT OF NEWS COVERAGE . . .

AND PUT THE NEW IN NEWS

SERVING MONTGOMERY . . . as well as every HOME TOWN in Southeast Alabama.

40 correspondents in Alabama and North West Florida towns and communities are equipped to film, on the spot, news as it occurs and to wing it to Montgomery for prompt telecasting, usually the same day.

The most modern film processing equipment at our studios makes the news ready to screen in minutes . . . NO AGING IN TRANSIT . . . .

A news crew that's trained, qualified in every respect, stands ready with their equipment to cover news when it happens, wherever it happens.

WSFA-TV news is presented without still photographs and our consumption of 16mm films at the average rate of 26,000 feet per month makes it fresh . . . new . . . as new as the news . . . .

Excellence in timely and complete, unbiased news coverage is a part of WSFA-TV's service to southeastern Alabama and is one of the many reasons for its dominance over all other media.

Your message will be seen more . . . . mean more on . . . .

NBC

WSFA-TV, Montgomery, Alabama
WKY, WKY-TV, Oklahoma City, Oklahoma
WTVT in Tampa - St Petersburg

Represented by THE KATZ AGENCY, INC.

CHANNEL 12 WSFA-TV

Montgomery, Alabama

FC&B PLANS COMPLETED FOR NEW FORD ACCOUNT

Agency offices to be opened in Philadelphia, Dallas, Atlanta, New Orleans, Boston and Washington to accommodate dealers. Detroit and Chicago offices assign 120.

THE Chicago and Detroit offices of Foote, Cone & Belding will assign 120 people to the new million dollar plus Special Products Div. account of Ford Motor Co., with FC&B President Fairfax Cone heading a creative task force as special management representative, it was announced last week.

The agency also reported it will open offices in Philapelphia, Dallas, Atlanta, New Orleans, Boston and Washington, D. C., to accommodate dealer groups for Ford's new automobile, now being designed and slated for introduction as a 1958 model next year. FC&B was appointed last January to handle the account, with estimated potential billings (manufacturer and dealer group) of $15 million, a considerable amount of that sum to be allocated to broadcast media.

Directors and officers of Foote, Cone & Belding from various offices and other advertising leaders converged on Detroit last Wednesday and Thursday for formal opening of the agency's new branch in the National Bank Bldg. The Detroit office eventually will be fully staffed with account, copy, broadcast, art, media and research personnal (about 70 people) under Charles S. Winston Jr., vice president and office manager, and Clyde E. Rapp, vice president, associate manager and account supervisor.

The Detroit staff will work closely with a Chicago creative task force headed by Mr. Cone, who earlier this year resigned certain administrative duties to concentrate on creative work for the Ford account and other agency clients. Mr. Cone will be assisted by Fred Ludekens, associate creative head. Chicago staffers on the Special Products Div. account will number 50 people.

As of last week, no specific broadcast appointments had been officially announced, although a number of account, art personnel and copy writers had been assigned to the account.

Among key personnel assigned to Ford are A. J. Bremner, copy chief; Curtis Berrien, copy department; Marvin Potts, executive art director, all Chicago.

In Detroit are Robert F. Hussey, media account supervisor; Robert Freeman, Robert G. Andrus and Richard A. Clarke, art directors; John O. Cook, copy chief; John Harvey (from FC&B San Francisco), Albert F. Remington and Bruce E. Miller, account executive, and Robert J. Hakken and David Jenkins, copy writers.

Mr. Cone explained that FC&B will establish a staff of 11 field offices to permit the agency to work closely with various dealer groups on their local advertising programs. Field men also will operate out of already established agency offices in New York, Chicago, Kansas City, Los Angeles, and San Francisco.

K&E Personnel Purge Denied By Vice President Hal Davis

SPECULATION circulating last week that Kenyon & Eckhardt, New York, was having a personnel purge was firmly denied by an agency official who pointed out that the discharge of nine employes (out of a total of 950) was merely a manifestation of K&E's growing pains.

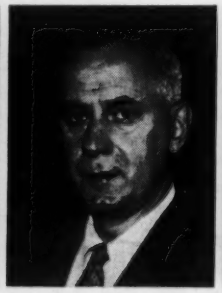
Indicating that K&E—"like any other rapidly expanding agency"—operates on the formula of cost control and profits, Hal Davis, vice president and promotion director, told B•T that his shop is admittedly getting to be more cost conscious and that therefore, "we find ourselves faced with the necessity of having to operate more like a business and less like the proverbial top-heavy agency."

Mr. Davis declined to name the nine departees, but it was understood that two of them, Richard Bellamy and Barney Freeman, came from his promotion department.

K&E claims to have increased its total billing by $20 million during the past two years by adding such accounts as RCA, Shell Oil, Pepsi Cola, National Biscuit Co., Hood Tire Co., Blatz Beer and Whirlpool-Seeger (now RCA Whirlpool). Its current billings touch the $75 million mark.

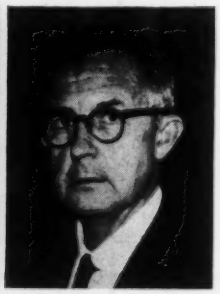
QUARTET MOVES UP AT DONAHUE & COE

Mr. Weir



Mr. Schneider

Mr. Rosenthal



Mr. Kingsbury

AN EXECUTIVE realignment, which was prompted by "expanded business" and a need for reorganization, according to agency President E. J. Churchill, last week saw four Donahue & Coe, New York, executives shifted to top level posts.

Walter Weir, chairman of the plans board and vice president in charge of client service, was named executive vice president, a new position; Oliver A. Kingsbury, with D&C since its 1934 founding and vice president and secretary, became management committee chairman; William Schneider, vice president in charge of creative service, succeeded Mr. Weir as plans board chairman, and J. R. Rosenthal, marketing director, was appointed vice president in charge of research, marketing and merchandising.

NEW TYPE PEPSI CONTEST ON RADIO-TV IN MUNCIE

Contestants phone reasons why they like soft drink with best to be played on WLBC-AM-TV simulcast. Winners decided by vote of public.

PEPSI-COLA. which made history with its "Pepsi, Please" radio advertising concept [B•T, Aug. 20], will launch a new "electronic contest" idea on both radio and television this week.

The contest, to be staged on a test basis in Muncie, Ind., is not a replacement for but an addition to the "Pepsi, Please" campaign, which itself was tested in Muncie and also in San Diego, and is now going strong in Marion, Ind.

The "electronic contest" differs from ordinary contests in at least two ways. Ordinarily, contestants in such product promotions are required to make written entries—submit slogans, explain "why I like" the product, complete limericks, etc. In the Pepsi contest starting in Muncie this week, contestants have to write nothing. They merely call a designated telephone number, identify themselves, and then talk for 25 seconds or less—a variation of the usual contest's "25 words or less"—about Pepsi-Cola. They can say anything they want to, so long as it's about Pepsi. At the other end of the phone, their voices are recorded.

Each week a staff of judges will listen to the recordings and select 10 for the week's finals, based on such factors as sincerity, originality and voice inflection. The 10 contestants who submitted these entries will then appear on a half-hour simulcast on WLBC-AM-TV Muncie, during which the entry of each will be played.

Voting for the first-prize winner will be done by the public—and to get ballots, people must buy Pepsis. A bottle collar worth six votes will go with a "six pack" of Pepsis, and individual sales—whether fountain or bottle—will be worth one vote each. In the opening week's contest, approximately six days will be alloted for the balloting. For instance, the finals will be staged on the WLBC-AM-TV program next Monday at 7-7:30 p.m., and the voting on that week's finalists will close the following Sunday. A similar pattern will be followed in succeeding weeks, although exact deadlines for voting may be changed somewhat.

Each week's first-prize winner is slated to receive a portable television set, while each of the 10 finalists will receive a year's supply of Pepsi-Cola—about 10 cases—under current planning.

To promote the contest, Pepsi has scheduled 100 spot announcements on WLBC during October and also hopes to clear some id's on WLBC-TV. Two newspaper ads also are scheduled. The contest is slated to continue for 13 weeks and if successful, it will be placed in other cities.

Like the "Pepsi, Please" campaigns, which award prizes to people who recognize their own voices on broadcast recordings, the Muncie contest is being handled by Pepsi-Cola Co. and its agency, Kenyon & Eckhardt, in conjunction with the stations involved. Those who have been working directly on the Muncie project include Pepsi-Cola's Charles Derrick, advertising vice president, and Bill Darkee, midwest vice president; Kenyon & Eckhardt's J. Clarke Mattimore, account executive, Howard Martin, of the Chicago office, Ted Harbert, producer, and Fred Papert, copy chief, and WLBC's Bill Craig.

WBKB IS CHICAGO

Channel **7** **WBKB** Chicago, **WABC-TV** New York
WXYZ-TV Detroit, **KABC-TV** Los Angeles, **KGO-TV** San Francisco
Owned and operated by the AMERICAN BROADCASTING COMPANY

"NIGHT ON THE DRIVE"

A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago– Photography: Hedrich-Blessing

GASOLINE-OIL IN BOSTON RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

TELEVISION INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Atlantic Refining Co. (N. W. Ayer)	—	1	17	315
2.	Jenney Manufacturing Co. (Griswold-Eshleman)	—	2	7	117
3.	California Oil Co. (B. B. D. & O.)	—	2	3½	75
4.	Standard Oil Co. (McCann-Erickson)	—	1	10	71
5.	Socony-Mobil Oil Co. (Compton)	—	2	6	63
6.	Tide Water Oil Co. (Buchanan)	—	2	4	52

RADIO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Atlantic Refining Co. (N. W. Ayer)	—	1	48	224
2.	Cities Service Co. (Ellington)	—	2	39	160
3.	Shell Oil Co. (J. Walter Thompson)	—	2	18	56
4.	Sun Oil Co. (Ruthrauff & Ryan)	5	1	15	47
5.	American Oil Co. (Joseph Katz)	4	4	16	43
6.	Standard Oil Co. (McCann-Erickson)	—	1	18	31
7.	Tide Water Oil Co. (Buchanan)	—	2	7	27
8.	Gulf Oil Corp. (Young & Rubicam	—	1	2	8

In the above summary, the monitoring occurred the week ending July 21, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Pabst, Burnett Huddling; $6 Million Budget Involved

RECOMMENDATIONS on Pabst Brewing Co.'s 1957 advertising expenditures are currently under consideration by Leo Burnett Co. and the client, with an estimated $6 million budget involved. Expected to be completed by Nov. 1, substantial part of the budget will go into broadcast media.

One decision hanging in the balance is whether Pabst will buy into ABC-TV's co-op feature *It's Polka Time*, in certain markets. The client sponsored a trial run on the network this past summer. ABC-TV has set the series for co-op at a new day and time (Sunday, 8:30-9 p.m. EST) starting Oct. 7.

Among Pabst's present properties are the ABC radio-tv *Wednesday Night Fights* and numerous spot tv-radio programs (mostly sports). Pabst is set to co-sponsor, with Standard Oil Co. of Indiana and Philip Morris (Marlboro cigarettes), Green Bay Packers pro football telecasts on a "split" CBS-TV network of about 15 stations in Wisconsin, Minnesota and North Dakota this season.

Pro Football on CBS-TV Under Marlboro Banner

MARLBORO Cigarettes (Philip Morris Inc.) will hew to the "male line" this season with sponsorship of professional football games that the tobacco firm claims to be "the greatest array (of games) ever presented to the nation's home viewing audience." It will be Marlboro's first network sponsorship.

Scheduled to get underway this past weekend, the live Sunday telecasts will run through Dec. 23, with two Saturday games scheduled for Dec. 8 and 15—all on CBS-TV.

In order to give audiences "local color," the cigarette firm has ordered eight special networks consisting of 190 CBS-TV stations. As many as six different games will be aired "simultaneously" in various localities, giving the sponsor an opportunity to blanket various regions with a staggered schedule of Marlboro announcements.

Sportscasters covering the games will include Chris Schenkel, Red Grange, Van Patrick, Ernie Harwell, Joe Boland and others. All 12 clubs of the National Football League have been signed for telecasts.

Leo Burnett & Co., Chicago, is Marlboro's agency.

Gerst, Sylvester & Walsh, Ohio Adv. Agency Combine

TWO Cleveland advertising agencies—Gerst, Sylvester & Walsh Inc. and Ohio Adv. Agency—have merged under the name of the former, effective today (Monday). The merger announcement was made jointly by Arthur Gerst, GS&W president, and Samuel Abrams, Ohio president.

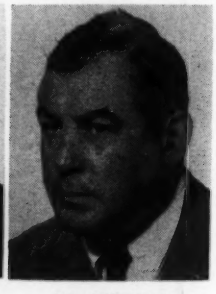
Mr. Gerst will continue as president of the combined operations with Mr. Adams a vice president. The agencies have moved into newly-remodeled quarters at 3113 Prospect Ave. Mr. Abrams is past president of the Cleveland chapter of the American Assn. of Advertising Agencies.

K&E Names Two VPs

TWO Kenyon & Eckhardt, New York, account executives, John W. Keeshan and Samuel A. Alter, have been elected vice presidents of the agency, Board Chairman Thomas D'Arcy Brophy announced last week.

Before joining K&E in 1951, Mr. Keeshan was with J. Walter Thompson Co. for five years. Mr. Alter joined the agency earlier this year

MR. ALTER



MR. KEESHAN

after seven years as vice president and account executive at The Biow Co. He also has been with Aluminum Co. of America and A. C. Nielsen Co.

Radio's One-Book Reference Library

B • T's annual Broadcasting Yearbook-Marketbook is revving up. Deadline is November 19 for advertising reservations. As in 22 previous issues, the new book will present a vast collection of important, useful data about the entire radio profession—complete directories of stations and executive personnel; market data; basic statistical information about national, spot and network radio, available in no other single source; directories of services related to radio, of agencies and their radio accounts, of state associations, FCC Bar Members; FCC Rules and Regulations for Broadcast Services; and much more.

Because nothing takes the place of a Yearbook-Marketbook except the next issue, your advertising in it lives for at least twelve months. To be assured of position opposite appropriate editorial matter, make your reservation as early as possible. Regular space rates apply. Further details upon request to B • T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B•T's bureaus.

AGENCY and station representative pesonnel were guests of WHO-AM-FM-TV Des Moines during its 1956 National Field Days and National Plowing Matches event [B•T, Sept. 24]. Among the Chicago-Milwaukee contingent at event were (l to r): George Adkisson, Peters, Griffin, Woodward Inc., national sales representative for stations; Mahlon Saxon, Leo Burnett Co.; Carroll Bay, Wherry, Baker & Tilden; Rex French, Leo Burnett Co.; Charles Michael, Record Adv. agency, Fairbury, Ill.; Don Looper, Bert S. Gittins Adv. Inc.; Lee Hammett, Western Adv. Agency; A. L. Decker, The Buchen Co.; Carlton Stoddard, Gittins agency; Fred Lyman, Aubrey, Finlay, Marley & Hodgson; William Lind, Leo Burnett Co.; Paul Seabrook, Gittins agency; Ed Nesbitt, Critchfield & Co.; Ellen Korngiebel, E. H. Brown Adv. Agency; Joe Hall, Leo Burnett Co.; Rex Thomas, Fuller & Smith & Ross; Harry Pick, Dancer-Fitzgerald-Sample; Roger Mohr and Evelyn Vanderploeg, Arthur Meyerhoff & Co., and John A. Cory, of Peters, Griffin, Woodward Inc., Chicago.

NEW BUSINESS

Carter Products (Arrid), N. Y., renewing contracts with 40 radio and 100 tv stations for 26-week campaign starting today (Mon.). Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Swift & Co. (meat packer), Chicago, buys alternate weeks of *The Lone Ranger* on ABC-TV, Thurs., 7:30-8 p.m. EDT, starting Oct. 25. Agency: McCann-Erickson Inc., Chicago.

Mennen Co. (Skin Magic hand cream), Morristown, N. J., through Grey Adv., N. Y., purchased the 4:15-4:30 segment of NBC-TV's *Queen for a Day*, starting this Wednesday.

Best Foods Inc., through Dancer-Fitzgerald-Sample, both N. Y., signs to sponsor eight seven-and-a-half minute segments in lineup of three CBS Radio daytime serials, *This Is Nora Drake, Ma Perkins,* and *Right to Happiness,* effective Oct. 8. Sales understood to represent about $830,000 in gross annual billings.

AGENCY APPOINTMENTS

B. T. Babbitt Inc. (household cleansers), New York, appoints Dancer-Fitzgerald-Sample, N. Y., as agency for all Bostwick Labs products. Bostwick is a Babbitt division manufacturing aerosol products. D-F-S services Babbitt's Cameo, Bab-O and Tidy Bowl cleansers.

Procter & Gamble appoints Leo Burnett Co., Chicago, to handle advertising for its Camay Soap.

A&A PEOPLE

Arthur J. Mahoney appointed treasurer of Lambert & Feasley, N. Y., succeeding **Robert W. Stowbridge Jr.,** who has retired after 33 years with agency.

Robert L. Larsen, salesman in Detroit and Toledo for Salada Tea Co. Inc., to firm's Boston headquarters as general sales manager, succeeding **Walter F. Haefele,** who has retired from firm.

Tom Viscardi, timebuyer on Mercury Div., Ford Motor Co., at Kenyon & Eckhardt, N. Y., to Young & Rubicam, N. Y., in similar capacity on Proctor & Gamble account, effective today (Mon.).

Arthur Schwartz, associate sales promotion director for radio-tv, Bulova Watch Co., N. Y., to sales promotion manager, International Latex Corp., N. Y.

Frank Noettling, personnel manager, McCann-Erickson, N. Y., elected vice president in charge of personnel at Benton & Bowles, N. Y. He succeeds **Rodman Funston,** resigned to join Lever Bros. as management employment supervisor.

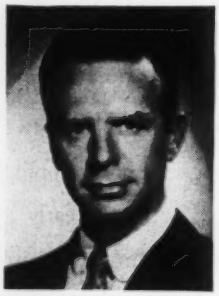
MR. NOETTLING

John B. Hunter, vice president and account supervisor on American Telephone & Telegraph Co., at N. W. Ayer & Son, N. Y., retired Friday after spending more than 30 years with the agency.

Nat Brandon, formerly with Coggin Adv. Agency and Noble-Dury & Assoc., both Nashville, Tenn., rejoins latter agency as assistant to president.

Nancy Dixon, author-home economist formerly with Young & Rubicam, N. Y., named director of media and public relations, Ingalls-Miniter Adv. Agency, Boston.

Dick Howell, formerly with WDSU-AM-TV New Orleans, La., named radio-tv director, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis, Ind.



MR. HOWELL

Donald Daigh, tv commerical producer-writer-supervisor, appointed executive producer in William Esty Co.'s tv commercial department.

Thomas S. Andrews, formerly eastern division regional director for Martin-Senour Paint Co., Chicago, appointed marketing director. He will supervise advertising, merchandising, market analysis and public relations.

Joseph Daffner, formerly vice president, Norex Labs, division of Schenley Industries, appointed director of advertising and merchandising, Lanolin Plus Inc. (toiletries), Chicago.

MR. DAFFNER

MR. EASTHAM

William K. Eastham, associate merchandising manager, Lever soaps and detergents division, Lever Bros. Co., New York, appointed merchandising manager of Pepsodent division, reporting to Pepsodent marketing Vice President **T. E. Hicks.** He succeeds **Ambrose J. Addis,** named to new post of assistant to the advertising vice president of Lever Bros.

Richard W. Nixon, formerly with Fletcher D. Richards Inc. and Fuller & Smith & Ross, both N. Y., to Young & Rubicam, N. Y., as contact executive on Borden Co. account.

Frank W. Julsen, formerly vice president of Ruthrauff & Ryan Inc., Chicago, to Cunningham & Walsh Inc., same city as supervisor of food accounts.

Correction

THE following errors have been discovered in the table "The Top 200 Tv Spenders" [B•T, Aug. 20]: Procter & Gamble's network figure should be $20,928,569 and total $33,252,369. General Motors' network figure should be $10,675,407 and total $13,110,307. Brown & Williamson's spot figure should be $5,595,300 and total $7,447,785. Ford's network figure should be $5,237,077 and total $6,985,077.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Rumors Were a Dime a Dozen..."

. . . And Then . . . Open Armed Violence!

Case History No. 23

To a good newsman, nothing is more important than the advance contacts he establishes with possible news sources.

For proof of this, just ask Jaime Cunningham, news editor of WCTW, New Castle, Indiana.

Cunningham had built good contacts among both workers and management of the large industrial plants in his area. That's the reason he was ready for quick action when violence broke out at the Perfect Circle Corporation plant, which had been crippled by a 10-week-old strike by most of its employees.

"Rumors were a dime a dozen, but when I checked and got the same word from four different sources, I knew something big was up."

At 6:30 the morning of the big break, Cunningham observed that the usual number of workers were not showing up at other New Castle factories. Tension mounted. He immediately alerted The Associated Press at Indianapolis.

"Looks like real trouble," he said.

Then, shortly after 9 a.m., it happened. Five thousand angry, shouting strike sympathizers descended on the Perfect Circle plant, determined to close it. One hundred armed non-strikers were barricaded inside the foundry. Cunningham was on the phone to The AP at Indianapolis with eyewitness reports of the seething situation.

Four advancing pickets dropped from gunshot wounds. Bullets ricocheted inside the plant, wounding four more. One hundred and fifty state troopers rushed to the scene. Cunningham and the WCTW staff relayed details to The AP.

"Eight shot so far. We'll call you the moment we have more."

Six hundred national guard infantrymen, backed by two tanks, eventually descended on the troubled city. All public gatherings were banned. The sale of alcoholic beverages was halted. A temporary truce did not promptly break the explosive tenseness, and WCTW continued its coverage to The AP.

Said Cunningham, "I've been grateful many times for AP coverage that practically put me at the scene, so my first thought was of The Associated Press."

Jaime Cunningham
News Editor
WCTW, New Castle, Ind.

Cunningham is one among the thousands of newsmen who make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP

SARNOFF'S FIFTY YEARS

THE major developments which Brig. Gen. David Sarnoff asked his RCA scientists five years ago to "give" him on his 50th anniversary in electronics were slated to be presented to him last (Sun.) night on schedule—at a golden anniversary dinner attended by approximately 1,000 of his friends and associates.

The RCA board chairman got the three "gifts" and then some. Shown on color slides at the dinner at New York's Waldorf-Astoria Hotel—and slated for public demonstration at the David Sarnoff Research Center in Princeton today (Mon.)—were these five developments:

- A magnetic tape recorder of both color and black-and-white television for broadcast use;
- A home magnetic tape player for television;
- An electronic amplifier of light and an application of it to industrial X-ray use;
- An electronic air-conditioner;
- An electronic refrigerator.

Gen. Sarnoff—whose original request was for the magnetic tape recorder for tv programs, the all-electronic air-conditioner, and the electronic amplifier of light—thanked "all those involved" for "their pioneering courage, their perseverance, their competence unmatched in this field," and accepted these "amazing gifts on behalf of our company."

He said he realized that "in part they are still in what engineers call the developmental stage," but that "bold dreams and hopes" have been turned "into proud realities" and that "in time they will find their way to the market place, serve the public and benefit industry." (Also see excerpts of Gen. Sarnoff's speech, page 49.)

Dr. Elmer W. Engstrom, RCA senior executive vice president, announced that the gifts were ready for presentation.

Looking again to the future, Gen. Sarnoff in his address made 20 predictions for the 20 years ahead, including this one on communications:

"Television, in full color, will be completely global, so that man will be able not only to speak and hear all around this planet but to see the entire world in natural colors. Individuals will be able to hold private two-way conversations and see each other as they talk, regardless of the distances separating them. Moreover, the beginnings will have been made in the automatic and instantaneous translation of languages, enabling people to understand one another at once across the barriers of Babel."

In another prediction he said that "electroluminescence or 'cold light,' now emerging from the research laboratories, will bring into being startling new types of illumination," effecting far-reaching changes in "factories, streets, stores, highways and homes" and, among other things, providing "brighter and bigger tv pictures, and ultimately [replacing] the tv tube altogether with a thin, flat-surface screen that will be hung like a picture on the wall."

Gen. Sarnoff, who entered the radio field on Sept. 30, 1906, as a messenger boy with the Marconi Wireless Telegraph Co. of America (later acquired by RCA), received many tributes at the dinner, including messages from President Eisenhower and Britain's former prime minister, Sir Winston Churchill.

President Eisenhower's message said:

"The golden anniversary, marking your 50 years in the field of radio, television and electronics, is made brilliant by your leadership and great contributions in the science, art and industry of communications. You have established an outstanding record of service to the American people and to the nation. You have helped greatly to bulwark the pre-eminence of the United States in electronics and world-wide communications.

"With all who know you I join in congratulations on your splendid record of achievement made possible by hard work and steady adherence to high ideals and American traditions.

"I hope that the years to come will bring you the best of health and happiness—as well as some time for golf."

Sir Winston sent "warm good wishes and my congratulations on the 50th anniversary of your work in the field of wireless and television to which you have contributed so much."

Tributes and awards also were presented to Gen. Sarnoff by the Radio Pioneers, citing his leadership in broadcasting and from the National Appliance & Radio-Tv Dealers Assn., in recognition of his contributions to the radio-television business.

20 PREDICTIONS FOR 20 YEARS

HERE, in condensed text, are highlights of address prepared for delivery by Brig. Gen. David Sarnoff, RCA board chairman, at last night's (Sun.) dinner celebrating the 50th anniversary of his entry into electronics (also see story page 48):

"Exactly five years ago, you gave me a party at the Princeton Laboratory to mark my 45th milestone. Taking advantage of the place and the occasion, I looked ahead to this night and asked our scientists for three gifts for my 50th anniversary. The gifts I asked for were a magnetic tape-recorder for both black-and-white and color television, an electronic air-conditioner without any moving parts and an electronic amplifier of light. . . .

"Well, the deadline has been reached, and I am here to attest that my faith in their genius has been fully justified. You have heard Dr. [E. W.] Engstrom [senior executive vice president of RCA] announce that the three gifts are all wrapped up in ribbons ready for demonstration. Of course, I realize that in part they are still in what engineers call the developmental stage. But the fact remains that in five short years they have succeeded in turning what were bold dreams and hopes into proud realities. . . .

"This is an occasion that tempts me to reminisce about the rich and exciting years we have travelled together. But I have always been more concerned with the future than the past, and so resolutely bypass the temptation. I shall ask you instead to join me in peering into the future.

"However impressive the events that filled the last 50 years, or even the last century, I am convinced that they will be eclipsed by the events of the next 20 years. I take this arbitrary span of time because, we can hope that, with a little bit of luck all those present tonight—myself included—will still be around to check on the accuracy of our vision. In fact, I have already been promised an 85th birthday party and you are all cordially invited to attend.

"So I proceed to stick my neck out by making the following 20 predictions for the 20 years ahead.

"1. **Nuclear energy:** . . . Nuclear energy will be brought to a practical state of peacetime usefulness, not only for industry but for planes, ships, trains and automobiles. Direct conversion of atomic energy into electricity—a principle already demonstrated experimentally by RCA—will be a fact . . .

"2. **Solar energy:** The energy of sun rays will be effectively harnessed and in worldwide use . . .

"3. **Communications:** Television, in full colors, will be completely global, so that man will be able not only to speak and hear all around this planet but to see the entire world in natural colors. Individuals will be able to hold private two-way conversations, and see each other as they talk, regardless of the distances separating them. Moreover, the beginnings will have been made in the automatic and instantaneous translation of languages, enabling people to understand one another at once across the barriers of Babel.

"4. **Transportation:** Jet-propulsion and rocket-type vehicles, using nuclear fuels, will travel at speeds as high as 5,000 miles an hour with greater safety and comfort than today's aircraft. . . . Guided missiles will transport mail and other freight over vast distances, including oceans.

"5. **Automation:** Already well launched automation will reach a crescendo under the impact of cheap and abundant power. It will increase production, decrease costs, and make more goods and services available to more people. The transition will create problems of adjustment but ultimately it will free millions of people from arduous and hazardous work. It will increase employment, reduce hours of labor and increase leisure.

"6. **Materials:** Chemistry will make spectacular strides . . . A tremendous array of new plastics, ceramics, lubricants and categories of substances that as yet have no name will become available for personal and industrial uses.

"7. **Electronic light:** Electroluminescence or 'cold' light,' now emerging from the research laboratories, will bring into being startling new types of illumination. It will change the appearance of our factories, streets, stores, highways and homes, providing light without heat and almost without shadow. Its glow will be subject to easy control for volume and color nuances to suit any taste or decor. Being light without glare, it will eliminate many of the perils of night driving and flying. **It will also give us brighter and bigger tv pictures, and ultimately replace the tv tube altogether with a thin, flat surface screen that will be hung like a picture on the wall.**

"8. **Computers:** The era of electronic computers, already begun, will reach fruition. Recording and accounting will be taken over by robots, freeing for other work the great majority of the 9 million Americans now engaged in clerical tasks . . . High speed writing and reading will be as familiar as high-speed arithmetic is today.

"9. **Food:** Striking developments in irrigation and flood control, more efficient use of solar energy, the electronic acceleration of germination and growth, as well as new chemical and biological discoveries will greatly expand mankind's food resources. At the same time, the oceans will be efficiently "farmed" for nutritive products . . . These developments will enable famine to be eliminated in all parts of the world.

"10. **Health:** The close ties now developing between biology, chemistry, and physics, applying the new tools of electronics and atomics, will bring an avalanche of improvements in preventive medicine, diagnosis and treatment of human ills . . . Man's life span will be further extended, probably within hailing distance of the century mark.

"11. **The Home:** The housewife's dream of an all-automatic home will be realized. The day's chores in the home will be prescheduled, with each of the tasks performed electronically . . . Fortunately, we shall continue to do our own eating.

"12. **Climate:** Not only will the prediction of weather for months and even years ahead be perfected, but major steps will have been taken to make and control weather as desired. Ports now icebound will be unfrozen and icebergs rapidly melted. Progress will have been made in dissipating storms even of hurricane intensity, or in diverting them from a destructive course . . .

"13. **Communism:** Within the next 20 years Soviet Communism will collapse under the weight of its economic fallacies, its political follies, and the pressures of a restive, discontented population.

"14. **People's capitalism:** . . . As socialism is stripped of its popular appeals, the dynamics of a people's capitalism within a democratic framework will be intensified.

"15. **Living standards:** . . . Slowly but surely the waters of wretchedness now covering so much of the earth will recede, and levels of well-being without past parallel will be attained all over the world. The most pressing problems will not be the use of labor but the intelligent and beneficent use of leisure.

"16. **Education:** . . . Not only will general levels of knowledge rise, but the intellectual climate will be favorable to development of special talents and individual genius. Highly-geared technology will put a premium on brains.

"17. **Entertainment:** Every form of art and every type of entertainment will be readily accessible in the home. Talent—both live and recorded—will be available by television, radio, the phonograph and electronic photography. The opportunities for creative and interpretative talents will be greater than ever before. The range and variety of programs will embrace everything created by the human mind.

"18. **Government:** Because of unprecedented access to information public opinion will be a more decisive element . . . Prevailing sentiment on any issue will be quickly and accurately registered by electronic means . . . Popular government and democratic processes will tend to become more and more effective.

"19. **War:** Universal communications and speedy transportation will shrink the world to a neighborhood. Technological developments in weapons of mass destruction will leave no doubt that the alternative is between survival or annihilation . . . War as an instrument of international policy will be outlawed.

"20. **Science and religion:** As a reaction against current cynicism and materialism, there will be an upsurge of spiritual vitality. . . .

NETWORKS, ON CELLER STAND, TELL OF INSIDE OPERATIONS

Appearances by Stanton of CBS and Sarnoff of NBC occupy most of House subcommittee's attention as New York hearings come to close. Uneasy prospect: Chairman Celler says he may have to reopen them in D. C. Congressmen commend CBS chief for frank testimony.

DEEP probing into the way networks run their business occupied most of the third, and perhaps final, week of New York hearings before the Celler antitrust subcommittee.

The New York phase of the probe ended late Thursday afternoon on a note of uncertainty as to whether or not the hearings would be resumed "at a later date" in Washington. Chairman Emanuel Celler (D-N. Y.) announced that they "may" be so reopened but did not amplify his statement. Previously, however, Rep. Celler had indicated while Robert W. Sarnoff, NBC president, was on the stand that he might have to "reassemble" the subcommittee if certain answers to questions were not forthcoming at that time.

Questioning was lively at times last week as two network presidents—Frank Stanton, CBS, and Mr. Sarnoff of NBC—went into details of such topics as affiliation contracts, talent fees, film programming and alleged favoritism granted to the networks' inside programs as against non-owned program properties.

Chairman Emanuel Celler (D-N. Y.) paid a glowing tribute to Dr. Stanton at the completion of his testimony. But the impression was evident that the subcommittee feels it is grubbing out priceless operating secrets that have never before been revealed. It looked for a time as though confidential salary and fee data from talent contracts might be unveiled to eager competitors, but most of this material was unidentified. There was some disturbance, however, among industry witnesses over unveiling of several confidential network affiliation arrangements.

Witnesses testifying during the second week were:

Monday—Alan R. Cartoun, vice president-advertising director, Longines-Wittnauer Watch Co., accompanied by Clark Getts, Getts Lecture Bureau; Carl Haverlin, BMI president; Earl Gammons, former CBS Washington vice president; Ralph W. Hardy, CBS Washington vice president; Dr. Stanton.

Tuesday—Dr. Stanton; Walter Winchell, MBS-NBC-TV newsman.

Wednesday—Dr. Stanton; Robert W. Sarnoff, president, NBC; James A. Stabile, ABC.

Thursday—Mr. Sarnoff; Robert Moore Jr., superintendent, Sheraton Corp., closed-circuit tv network; Murray Carpenter, president, WTWO (TV) Bangor, Me.

Other subcommittee members attending one or more sessions: Reps. Peter W. Rodino (D-N.J.), Byron B. Rogers (D-Colo.), James M. Quigley (D-Pa.), Kenneth B. Keating (R-N.Y.) and Hugh Scott (R-Pa.). Also present: Herbert N. Maletz, chief counsel; Kenneth R. Harkins, co-counsel; Samuel R. Pierce Jr., associate counsel, and Leonard Appel, Thomas H. McGrail and Julian H. Singman, assistant counsel.

Alan R. Cartoun

Longines-Wittnauer

Messrs. Cartoun and Getts described the history of *Longines Chronoscope*, quarter-hour program on CBS-TV. Under questioning, Mr. Cartoun said the show began on CBS-TV in 1951 as a production of the watch company, with its agency, Victor A. Bennett Co., New York, purchasing time from CBS-TV.

Answering queries, Mr. Cartoun said CBS-TV shortly after the show began in 1951 at 11 p.m., informed Longines that the program was contrary to the network's policy of itself controlling all special events presentations. Thereupon, Longines furnished CBS-TV with a list of the special guests well in advance of each performance so the network could pass on them.

In the summer of 1953, however, CBS-TV President J. L. Van Volkenburg, told the company the show was being terminated because "programs in the opinion area must be the direct responsibility of CBS Television."

The program was off the air "several months," but was reinstated as a CBS-TV production with Mr. Cartoun continuing as director on the CBS-TV payroll and also continuing with Longines. The network dispensed with services of Mr. Gett's bureau and secured the special guests itself. Additional costs to Longines, under CBS-TV ownership, was only $300 or $400 more weekly than it was while being produced by Longines. The show was sold to CBS-TV for a "token" sum, with the understanding it would revert back to Longines when no longer used on the CBS-TV network.

Then, in the summer of 1955, CBS-TV took the program off the network altogether, explaining that it did not fit the current structure as re-evaluated by the network, Mr. Cartoun explained. Since then, Longines has not been able to secure comparable network time for the show, he continued.

Near the end of the 1951-53 period, discussions were renewed on whether CBS-TV or Longines should produce the show, Mr. Getts said, adding that he went to see Mr. Van Volkenburg and told him of "the great damage that would accrue to me if this change were made, and other matters." The network agreed to carry a card saying that the program was produced under "the supervision and control" of CBS-TV. The card was carried two or three weeks, Mr. Getts continued, but was dropped "suddenly when one of the guests, I was told privately, was no favorite of the network."

Mr. Getts said that after his termination, he protested to CBS President Frank Stanton, who said he would look into the matter. When he asked again to see Dr. Stanton, he never heard from the CBS president, Mr. Getts said.

The subcommittee entered in the record a telegraphed reply by CBS Records artist and repertoire man Mitch Miller to a telegraphed charge by singer Frank Sinatra last week [B•T, Sept, 24] that Mr. Miller almost ruined his career by insisting that he record BMI instead of ASCAP songs.

Mr. Miller said Sinatra history at Columbia "during my tenure" shows that he recorded 57 songs in 31 months of which 51 were ASCAP and five BMI, two of the latter "hits." He said he is "prepared to confront Sinatra on witness stand if your committee so requests." An accompanying affidavit by Mr. Miller was withheld pending "perusal by counsel."

Carl Haverlin

President, BMI

Mr. Haverlin cited similar figures to indicate that most of Mr. Sinatra's telegram "seems to have no foundation in fact."

The BMI president said that in the songwriters' suit against BMI and others "no one has furnished . . . any figures to suggest" that BMI songs are more often recorded by broadcast-connected recording companies than those which are not. ASCAP, he said, "has many times our performances" and "several times our income."

On the two basic issues before the Justice Dept. for 15 years, whether broadcaster ownership of BMI stock is wrong and whether broadcasters have discriminated against ASCAP and in favor of BMI, Justice "has taken no action because no action was called for," he continued.

ASCAP witnesses before the subcommittee, he said, are asking the House group "to assume the existence of a conspiracy more widespread and gigantic than has ever existed in this country." He called ASCAP testimony "an attack on the integrity of 4,000 broadcasters . . . leading citizens of their communities."

He called the charges "an obvious attempt, in my mind, to prejudice the outcome of a law

WITNESSES FOR THE DEFENSE

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suit and to reinstate that ASCAP monopoly by destroying BMI as effective competition."

He noted the committee is not taking testimony under oath, while the court has "rules of evidence" to protect parties against untruths, and that the committee should not take any action or position to prejudice the court suit.

Chairman Celler denied the committee has taken a position, to which Mr. Haverlin reminded him that he had favored divestiture of BMI from broadcasters. Chairman Celler replied that it was only his own opinion, not the committee's, and he still feels divestiture is "most eminently proper."

Mr. Haverlin told Rep. Celler he thought the congressman was "being misled . . . I think they are lying to you."

Counsel Pierce questioned Mr. Haverlin on a contract entered into by BMI and Hill & Range Inc., a publishing company, March 29, 1949, providing that Hill & Range principals could keep their interests in three other ASCAP publishing firms, but must not do anything to exploit, plug or otherwise promote the ASCAP songs licensed by the three firms.

Mr. Haverlin said he did not negotiate the contract, nor did he know anything about the provision, although he signed it. He said that regardless of how the provision appears, "it seemed never to have been activated nor operative." He felt the contract applied to the three principals as individuals and not to them in their capacities of controlling the other three firms.

There could have been a verbal amendment which negated the provision, Mr. Haverlin said. He noted that the three men started still another ASCAP company afterward which had several hits.

He said that to the best of his knowledge, BMI has made no similar provisions in contracts with others.

A Matter of Subpoenas

Chairman Celler waxed wroth in questioning Mr. Haverlin and one of his attorneys, Max Freund, about subpoenas issued in connection with an examination before trial in the songwriters' suit against BMI. BMI attorneys, Chairman Celler charged, subpoenaed three ASCAP people who appeared before the House group last week or who furnished statements to it.

These were Billy Rose, Oscar Hammerstein II, Stanley Adams and Jack Lawrence. Why, asked Rep. Celler, did BMI lawyers not subpoena two others, Allen Lerner, lyricist for the CBS-backed Broadway musical, "My Fair Lady," and Steve Allen, NBC performer? Was it because they are connected with the networks?

Mr. Freund said that Mr. Lerner is one of the complainants in the case and thus can be called by "serving notice on him." He said BMI proposes to subpoena Steve Allen.

Chairman Celler retorted: "Do not fence with me . . . Did you or did you not? . . . Answer yes or no."

"Not yet," said Mr. Freund. Mr. Freund explained that "we can only get out a certain number of subpoenas at one time."

Chairman Celler denounced the subpoenaing as being an "interference with the activities of this committee." Mr. Freund said he would not have issued the subpoenas if Rep. Celler had so informed him, and that he doesn't think it interferes to "cross-examine individuals here not under oath, to ask them to repeat the statement made under oath and subject to cross examination."

Chairman Celler didn't agree: "I think it is an harassment of these witnesses, and it indicates your discrimination" to take non-broadcasting witnesses and not subpoena those connected with networks. Mr. Freund said he would subpoena Messrs. Lerner and Allen "in due course."

Chairman Celler felt the subpoenas might deter other witnesses "that we may want to have appear before this committee."

Returning to the BMI contract with Hill & Range, Rep. Keating told Mr. Haverlin he would have "a much better effect on this committee if you would come in here and say, 'This contract is a mistake. We ought never to have put that clause in it; I am sorry we did. . . .' "

Committee questioning indicated that the BMI contract with Hill & Range was not renewed until April 1955, some time after the songwriters' suit against BMI, and that it did not carry the earlier provision against exploiting ASCAP songs.

Dr. Frank Stanton

President, CBS

Dr. Stanton opened his testimony by warning the subcommittee that tv broadcasting is "an enormously complex and equally delicate mechanism"; is both a "young and dynamic industry" and "most if not all of the pains are growing pains." These pains come from social, economic and technological factors, none of which should be ignored at the expense of the others.

The CBS president took particular note of the scarcity of tv station facilities and said CBS and others have addressed themselves to this problem. Tv is still a growing industry, he said, and it would be a mistake to take action "which might hobble that normal development," because "the damage might be fatal."

Dr. Stanton submitted five documents which CBS already had furnished to the Senate Commerce Committee in the latter's tv network investigation and tv allocations probe.

Turning to the BMI-ASCAP squabble, Dr. Stanton said CBS along with other broadcasters helped create BMI in 1939 because ASCAP had a "monopoly position" in music performance rights. CBS invested about $30,000 for 9% of BMI, has never received dividends and no one at CBS has ever issued any orders, directions or suggestions that BMI music be preferred over ASCAP music: "Our policy is . . . to use the right music, regardless of its source . . . to create the best possible program or record."

His inquiries, he said, indicate 80% of the music on CBS-TV and 74% of that on CBS Radio is ASCAP, with 13% and 18% for BMI. At Columbia Records, 70% is ASCAP and 19% BMI in popular records and if hillbilly and rhythm and blues are considered, 62% ASCAP and 21% BMI.

The CBS head said attorneys advise him against discussing CBS' BMI stock pending outcome of the songwriters' suit against BMI, but if the suit is terminated, "and if we have continued assurance of the maintenance of competition in the music licensing field, I can assure this subcommittee that I will take a good, hard look at the question of our continued ownership of the stock."

Rep. Celler said he was "happy" to hear such a "significant" statement, and Rep. Keating "hoped" that "other networks here" will be prepared to make a similar statement to that made by Dr. Stanton.

Questioning then turned to events leading to CBS acquisition of the present WBBM-TV (ch. 2) Chicago, formerly WBKB (TV), which was moved to ch. 2 from ch. 4 by the FCC's Sixth Report & Order of April 14, 1952. Mr. Stanton said CBS agreed to buy the then ch. 4 station from Balaban & Katz in 1951.

Asked whether he thought it proper for a CBS official or employe to discuss privately with an FCC commissioner a contested case pending before the FCC when that case involves CBS, Dr. Stanton said he did not.

Counsel Maletz then asked questions designed to show that Zenith Radio Corp. had been an applicant for ch. 2 during the 1948-52 freeze period and, after the Sixth Report, filed an amended application for ch. 2, and in June 1952 petitioned for a comparative hearing on ch. 2. CBS and Balaban & Katz opposed Zenith's request, Dr. Stanton said. B&K, meanwhile, had obtained a temporary authorization to operate on ch. 2.

Asked whether this meant that as of November 1952 the "Zenith-CBS-WBBM matter was pending before the Commission," Dr. Stanton replied, "Well, sir, it was on file at the Commission. I am not sure where it stood in the production line."

Dr. Stanton identified a memorandum to him from CBS Vice President Richard Salant, based on a report by Earl Gammons, then CBS Washington vice president, dated Nov. 11, 1952, in which Mr. Gammons reported talking to FCC Comr. Rosel H. Hyde, then chairman, about the ch. 2 transfer. The points made in the report:

1. Mr. Hyde would like to avoid comparative hearings but is not sure they can be avoided.

2. Believes FCC must finally determine B&K's license before approving assignment to CBS. Mr. Gammons understood Mr. Hyde to mean approval must wait until FCC decided in comparative hearings that B&K, rather than Zenith or others, was entitled to a regular license. Mr. Salant thought Mr. Hyde may only have meant Zenith's petition would have to be disposed of before a final decision on assignment.

3. Mr. Hyde does not believe the Zenith petition for comparative hearing must be dismissed because it is untimely; i.e., that Zenith should have filed in "B&K proceedings" and having failed to do so, must await the next renewal period. Mr. Salant thought Mr. Hyde "properly" disagreed with this view on the ground that Zenith's petition was in fact filed long before the merger, renewal and assignment proceedings began and, therefore, the FCC should have consolidated the petition with the overall hearings and made Zenith a party, and that the FCC, having not done so, cannot dismiss or deny Zenith's petition as untimely.

4. Mr. Hyde believes CBS has as good a chance as anyone in a comparative hearing and FCC will not and cannot be influenced by the fact CBS paid $6 million for "something less than a regular license," and that CBS' position would be the same in this regard; that the FCC would not find it fatal that CBS is competing against local owners and that this factor would be offset by the Commission's strong feelings that equal network competition is important, and because of this, equal ownership of facilities; that Zenith's position would be weakened because of its position on subscription tv, and that Mr. Hyde believes Zenith President Eugene McDonald does not want ch. 2 at all.

5. Believes CBS should not take any action until the "trial" examiner's decision on the merger case, due this week, comes out, and that the decision may provide some guidance.

The memorandum said Mr. Gammons believed a comparative hearing was inevitable and that he will discuss the matter further with other commissioners.

Dr. Stanton, asked by Counsel Maletz whether he thought it proper for Mr. Gammons to have any contact with Comr. Hyde in view

of the "contested" matter before the FCC, said this question was difficult because the "Chicago matter was so complicated by a number of factors with which we had nothing to do that Mr. Gammons, and certainly I, for that matter, were very confused about the procedure that would be followed and the exact posture that we were in."

CBS certainly was not seeking help in terms of "one course of action or another," Dr. Stanton continued. "We were simply seeking information as to how to prepare ourselves and how to conduct ourselves in the future. We didn't know whether we were going into a comparative hearing . . . a renewal procedure . . . or . . . a regular transfer situation." There had been no hearing up to that time, he added, and the FCC was not faced with making a judgment between CBS and B&K or CBS and the posture was of this case, not what the decision was going to be. . . ."

Dr. Stanton said he didn't remember cautioning Mr. Gammons against discussing the matter with Comr. Hyde, but that he has cautioned CBS officials at "general meeting" that they were not to discuss with FCC members matters pending before the FCC involving CBS.

Earl Gammons

Ex-CBS Vice President

Mr. Gammons took the stand Monday afternoon to tell the subcommittee that whether he ever discussed contested cases pending before the FCC "depends on what you mean by pending. After the hearings were held, where they were sitting as judges, we did not talk then. When the case was being prepared for hearing, said.

Dr. Stanton interposed to explain that the original contract between CBS and B&K called for transfer of a "regular" license and that CBS was trying to ascertain, among other things, whether the license was to be "regular," and that whether the FCC understood this part of the contract.

The CBS president said he visited with the board chairman of AB-PT to ask him to hold the station until the license was clear, but that he was told others were also wanting to buy the station; thus, he said, CBS couldn't hesitate and "take that risk." CBS was merely trying to clear up a misunderstanding, he continued. Zenith, he said, had been an applicant "many times" for ch. 2, but had been turned down.

He affirmed that the FCC renewed the ch. 2 license to B&K in February 1953, Zenith filed a petition for reconsideration, the FCC denied the petition and the Court of Appeals upset the FCC's decision.

Since there was a "cloud" on the FCC's action, Dr. Stanton said, CBS was prepared to go into a hearing and he felt sure Zenith was, too. From Feb. 9, 1953, to July 5, 1953, when CBS officially began operation on ch. 2, there was an "awkward" situation since CBS could not point to its operating schedule because "technically we were not supposed to be operating the station," even though CBS was operating it.

This added up to a confused situation, which, however, does not reflect on the FCC, Dr. Stanton said.

He said the subcommittee's examination of CBS' and the industry's "behavior" is "probably a very good thing, because I think it puts into sharp focus the line between what is proper and what is not proper. I do not mean that I think we were improper, but I think that this is one that is in the twilight zone."

Rep. Keating told Dr. Stanton he thought the latter's recognition of a problem faced by the subcommittee "is very heartening, and . . . gives me great confidence in any witness . . . for this is something which reasonable men could differ on as to the propriety of it."

Rep. Quigley suggested that Messrs. Stanton and Gammons might have—since "it was legalistic procedure that was plaguing you and bothering you at the time"—engaged attorneys to handle it.

"Hindsight," commented Dr. Stanton, "is always 20/20, and I certainly agree with you as I look back on it." However, he said, he and other non-lawyers were making some of the decisions and had exhausted all the "ordinary channels." He agreed it was a "general misunderstanding all around" and that "I should not have gotten into it myself."

He explained his impatience: ". . . We had waited a long, long time. . . . I was running the risk of seeing $6 million float down the stream without getting something back for it. My neck was 'way out. . . ." He concluded: "I think what you say is absolutely right, and I think from now on I am not going to do anything without lawyers around me."

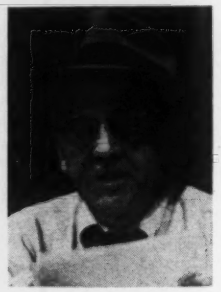
Rep. Rodino joined in commending Dr. Stanton for this statement, which he called "very reasonable," adding, "I think the committee is well satisfied."

Chairman Celler, too, called Dr. Stanton's attitude "commendable," and said the subcommittee has an "eminent conception" of Bruce Bromley, who accompanied the CBS head as counsel.

Chairman Celler added: "I am very frank. You take the wind out of our sails with this attitude. . . . I take it now that the future will profit by the past mistakes." He interrupted

WINCHELL CASTIGATES NETWORK'S 'ONE-MAN CONTROL'

WALTER WINCHELL, radio-tv commentator, told the Celler antitrust subcommittee of the House (see story, page 50) at its Tuesday hearing that "one man can control an entire network, including advertisers and can dictate their decisions."



MR. WINCHELL

Mr. Winchell is currently on MBS and resumes tv on NBC Oct 5, he said. Most of his air career was spent on ABC.

He recalled an argument with ABC President Robert Kintner over a million-dollar insurance policy protecting him from damage for air comments, with ABC buying the policy. "I have never lost a case in all the 28 years that I have been on the air," he testified, "if I had been permitted to be confronted by the people I exposed or attacked for some crookery, and once or twice settlements were made without my knowledge, or consent."

He called Mr. (Leonard H.) Goldenson "the rich husband, representing United Paramount Theatres, which saved American Broadcasting from going out of business, adding Mr. Kintner begged him not to leave the network because he was "the only one that is getting a rating for us." He testified the late Fred Allen and others "complained and called it a 'bastard' network because nobody could get anywhere on it." The word "bastard" was deleted from the record.

After resignation talk, Mr. Winchell testified, "I was informed, notified by Goldenson that my option was to be dropped on June 26. I had expected to go along until Dec. 26." He said agencies had told him his ratings were unusually high and sales were very good. He said that when he spoke to advertisers' representatives he could not get answers so he felt he had a basis for a damage suit because of "skulduggery." He said an advertiser told him, "We were told not to renew you," with Mr. Kintner as the source.

Sol A. Rosenblatt, Mr. Winchell's counsel, summed up his client's testimony this way, "I think the relevancy of the testimony to your inquiry is in connection with demonstration of facts of control by network executives over the vertisers and the content of the program to be presented by the advertisers, that all being within their control and under their direction; and with the advertisers, should they desire a specific talent to continue with them, being unable if the executives of the broadcasting organization veto their thoughts."

James A. Stabile, ABC general counsel, told the committee Wednesday the points raised by Mr. Winchell are before the Supreme Court of New York in a suit filed by the commentator. He "categorically and emphatically" denied everything Mr. Winchell said but felt it would not be proper during litigation to answer on a point-to-point basis.

Zenith. This situation was partly a result of the freeze and of the ABC-United Paramount Theatres merger proceedings, he said, adding that all CBS was seeking at any time was "guidance as to how to conduct ourselves," and had no thought of seeking any special favors or consideration.

Dr. Stanton said he paid the $6 million for ch. 2 at the time the FCC approved the transfer in February 1953 "not knowing exactly what I had bought." CBS, he said, was prepared to go through hearings.

As to the propriety of Mr. Gammons discussing the "virtues or nonvirtues" of Zenith's application for ch. 2, Dr. Stanton said he did not know wether Mr. Gammons "asked him this" or whether Comr. Hyde "volunteered" the information. He felt Mr. Gammons was discussing the "broader problem . . . exactly what and they are trying to get information and we are trying to find out the procedure they are going to follow, then we talk with them."

Mr. Gammons said he couldn't vouch for all the details outlined in the memorandum because he couldn't remember, because there was "a lot of legal procedure. I am not a lawyer." Since there were legal proceedings involved, a CBS lawyer might have got the information just as well, Mr. Gammons said, but he (Mr. Gammons) was visiting with Mr. Hyde at the time and "I tried to find out. I had to find out many things down there in my days. . . ." He said he met with commissioners regularly at lunch, but tried to "keep away" from any case in the process of being judged. He did not feel the Chicago matter was being judged. The FCC never decided this case because it subsequently was settled "outside," Mr. Gammons

Move over, Harold. Make room, Harry.
— I've made a mistake too!

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WCCO Television

CBS Television for the Northwest

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further questioning by Counsel Maletz "in view of the statement made by Dr. Stanton."

Counsel Maletz offered another memorandum from Mr. Salant to Dr. Stanton, dated Nov. 21, 1952, subject to CBS authentication, for the record.

Ralph Hardy

CBS Vice President

Mr. Hardy was called to the stand to explain a letter from him to Dr. Stanton, dated Jan. 10, and describing FCC's reaction following the FCC Network Study Committee's visit to New York where members were briefed by CBS. Mr. Hardy's conclusion was that the FCC group had been favorably impressed with the briefing. Mr. Hardy explained also that he talked to several commissioners to find out how the FCC would proceed in its investigation and how broad it would be.

Chairman Celler explained that other material was being entered in the record not so as to be contrary to CBS interests "or in your favor," but to bring these matters out as ". . . sort of an admonition for the future in the conduct of broadcasting companies and Commission members and Commission's staff They must be very, very careful."

[*Dr. Stanton continues.*]

Asked for his views on multiple ownership, Dr. Stanton said he saw nothing wrong with it, *per se*, but questioned "undue concentration of control in any geographic area." He said he had told the Senate Commerce Committee he saw nothing wrong with the 25%-of-population proposal unless the stations were concentrated in one part of the country. Conceivably, he said, the stations could be distributed in such a way that 12 individuals could own all the affiliate stations of all three networks. CBS, he said, thus, could sit down with four people and negotiate affiliation agreements instead of with 180. He saw nothing wrong with this provided the concentration is not all in the eastern part of the country. In other words, if the four stations in Chicago were owned by four multiple owners there still would be competition.

Dr. Stanton said that "naturally" he'd like to see the limits lifted, because networking is expensive and uncertain and more station ownership would give stability to network operations. CBS has only three vhfs and is applicant for a fourth, but hopes to get a fifth someday, he added. He did not know what measuring stick should be applied to limit geographical area ownership, but felt, at any rate, that the total ownership shouldn't be less than seven. He thought it would be "chaos" for the FCC to decide multiple ownership on a case-by-case basis. Rep. Celler, too, thought that would be "unfortunate."

Dr. Stanton said he had no private meetings with FCC members regarding changes in multiple ownership rules in 1953, 1954, 1955 and 1956, but in 1950 or 1951 did talk about it with commissioners, but said nothing privately that he wouldn't say publicly and "I suspect that we put in writing exactly the same thing that I talked about."

Chairman Celler at this point asked Dr. Stanton whether he thought direct FCC regulation of networks desirable. The CBS president replied that this "would make sense if that were what the regulation was intended to accomplish," but that he has opposed network regulation when it was "non-specified" because he feared program control and "certain other features."

Dr. Stanton said he would prefer "direct" FCC regulation of networks because it would be less complicated, more businesslike and systematic, "but it is the blank check kind of regulation that troubles me and that is the reason I [opposed] it."

Asked by Rep. Celler whether he would oppose changing the laws if the FCC found it could not change the regulations "to conform to what you desire," Dr. Stanton answered in the negative. He felt direct regulation would be better than indirect (through stations).

Chairman Celler said he thought it is a "natural inference" to say that if the FCC "cannot do that, and they need changes in the statute to do it, that it would seem advisable to change the statute to give them the power."

Mr. Salant explained that the FCC finalized its multiple ownership rules in late 1953 to mean that minority holdings would count as full ownership in the new rules, but allowed owners to pursue their current applications while getting rid of minorities. When the two-uhf rule was added, he said, this distinction inadvertently was not made and CBS "woke up one day and found out this tricky little thing, which made no difference. . . . It was just something we felt ought to be called to the Commission's attention. . . ."

Dr. Stanton explained, under questioning, that CBS switched its affiliation from WFBM-TV Indianapolis to WISH-TV because WFBM-TV did not give CBS satisfaction in clearing and promoting CBS programs during option time, but was carrying "local commercials and regional commercials" instead. CBS exacted a promise from WISH-TV to give no word of the agreement so the network could "protect what little clearance we had left in Indianapolis."

Asked about CBS' switch to KOOL-TV Phoenix from KPHO-TV there, Dr. Stanton said CBS was "not particularly" satisfied with KPHO-TV and pointed to CBS' "historical and pleasant" radio affiliation with KOOL and to the network's policy of affiliating where possible and reasonable in such cases with the sister tv station. He acknowledged that Gene Autry, a majority owner of KOOL-TV, was a CBS performer at the time of the affiliation change.

Dr. Stanton said CBS never "arbitrarily" cancels a station affiliation; that an affiliation review committee makes these recommendations after "months of study," during which the stations "are invited to come in and put their facts before us." He thought CBS should have freedom to make the best affiliation it can so it can do the best job of serving the public: "We would not be holding up our obligation to the other affiliates if we allowed weeklings to stay on the network, and if stations did not clear or if enough stations did not do certain things, the whole level of the program structure would change and the public would lose."

Asked whether he thought there should be a law to give a station a legal remedy against a network which does not exercise good faith in cancelling an affiliation, Dr. Stanton said he would not fear any law "that would make us justify our ruling, because we have to be in the position where if we can improve our service to the public we are not strait-jacketed and the public is the loser."

If the industry were guilty of malpractice in this regard, this would come out in the FCC's network study, he said, and influential individuals would certainly make their protests known. He did not see any parallel be-

(Contract story on page 58, testimony continues on page 60)

FOCUS ON TALENT CONTRACTS

IN SELECTING network talent contracts to go into the record of the House Antitrust Subcommittee hearings (story commencing on page 50), the committee staff was looking primarily for three things.

These, according to a staff member, were:

1. Indications that the networks might be acting as a sort of artists' placement bureau, a field they departed in 1940 after the FCC had criticized their being in it.

2. Provisions which give the network the artist's services exclusively not only in radio and tv, but in other fields as well.

3. Provisions which guarantee the network exclusive rights to the artist's services beyond the term of the contract.

Most of the talent contracts taken for the record were packed up almost immediately for shipment to Washington, for the New York sessions were almost at an end by that time. Thus, except for the half-dozen or so taken from CBS-TV files, the contracts themselves were temporarily unavailable for examination. They will, of course, eventually be open to public inspection—along with network affiliation contracts put into the record.

Meanwhile, however, a staff member told B•T that of the three "things" the staff was mainly looking for, it found "strong examples" of all three in some of the NBC contracts, including indications that NBC in some cases seemed empowered to act as "something akin to an artist bureau."

He said that among CBS contracts it found only one sentence, in one agreement, indicating that a possibility might exist that CBS had authority to act as such a booker for the artist in that case.

Both CBS and NBC in the late 1930's operated artist bureaus which managed concert artists, actors, announcers, writers and other talent. In 1940, after FCC hearings during which the networks' "dual role" as employer and agent was sharply questioned, both CBS and NBC disposed of their bureaus.

Instances of the two other factors looked for by the committee staff—exclusively outside of radio-tv, and exclusively beyond the term of contract—were found among both NBC and CBS talent agreements, the staff member said.

Examination of the contracts available for inspection last week—those of CBS only—turned up full details on salaries, rights, obligations, and privileges, but nothing to indicate the identities of the talent involved, the programs they're on, or the names of their sponsors where sponsors were involved.

This personal material was deleted by agreement between counsel for the networks and counsel for the committee, in order to preserve the secrecy of private material not pertinent to the investigation.

In most cases the deletions included even those references that would indicate the sex of the star involved, and often even the dates were omitted.

One contract—with a CBS-TV star already under contract with the network to Sept. 27, 1957—was for a 20-year term, during which CBS-TV receives his active services for seven years and is assured that the artist will not render services in competition with CBS "in any manner in the fields of television and radio for a period of time not exceeding" the full 20-year period.

For the seven-year period of active service, this star gets $176,000 a year ($4,000 a week for 44 weeks of each year) and for the next 13 years he receives $100,000 a year. He also gets repayment of his out-of-pocket expenses in furnishing the program involved. During the last 13 years of the contract he is obligated to appear only on guest programs. For the first seven, he will appear on a regularly scheduled program whose name was deleted from the record; he is not required to appear on more than one program a week, except for guest appearances (and he may not be required to appear on more than 40 guest programs during the term of the contract, or more than five a year). The program must originate in Class A time.

During each of the last 13 years of the contract, any money the star makes in radio or tv is to be applied against the $100,000 due him annually by CBS.

In case of the artist's death, or disability lasting more than six months, CBS can cancel the agreement; but if the disability occurs before the end of the third year, CBS must pay $25,000 a year for each remaining year of the 20-year contract. The network also may cancel the remainder of the first seven years if the artist goes unsponsored for two consecutive years.

Production budget averages $50,000 per show, to be adjusted if it is broadcast in color. It may be staged either live or on film.

The contract also provides that the artist "will not work in radio and television shows anywhere in the world except pursuant hereto [terms of the contract]."

It also permits CBS to terminate the agreement within 30 days after learning that the artist has become involved in any act "involving moral turpitude," if such happens.

Another CBS-TV talent agreement put into the record involved both the original contract, made Oct. 25, 1950, and four subsequent amendments.

It calls for active service divided into two periods—the first covering two years, the second three—and a subsequent "restricted period" of five years. Original contract called for payment of (1) $15,000 per half-hour program; (2) at least $60,000 a year for each of the first two years; (3) at least $300,000 a year for each of the last three years. If the number of telecasts should exceed the prescribed number, the star —who incidentally must get the only star billing on the program, under the contract—receives $15,000 for each additional show. Payment for the "restricted period" is at the rate of $100,000 a year for the five-year term.

The star may not perform or perform on or let his name be used in connection with any commercial radio-tv program during the active employment period except as detailed in the contract, aside from not more than four guest appearances. During the "restricted period" he may not appear on radio or tv except on CBS or CBS affiliates, or except locally to promote personal appearances, or except on one noncommercial program of charitable or patriotic nature per year, or except for up to four guest appearances a year.

This contract also contains the following provision:

"The services to be rendered [words omitted] under this agreement are of a special, unique, unusual, extraordinary and intellectual character which give them a peculiar value, the loss of which cannot be reasonably or adequately compensated for in damages in an action at law, and a breach [words omitted] of this contract will cause Columbia irreparable injury. [Words deleted] that Columbia shall be entitled to injunctive and other equitable relief to prevent a breach, or continuance of a breach, of this agreement [words deleted], but this provision shall not be construed as a waiver of any other rights that Columbia may have in the premises for damages or otherwise. . . ."

Another contract—handled, according to accompanying letterheads, by CBS-TV's Hollywood offices, and dated Dec. 11, 1951—gave CBS the artist's exclusive services, with guaranteed pay of $41,600 for the first year, $52,000 for the second, $55,000 for the third, and $64,000 for each of the fourth and fifth.

Unlike the complicated termination provisions in some of the other contracts, this one permits CBS to terminate the agreement at the end of any year by giving 30 days notice.

Attached to this contract was a copy of a letter from CBS to the artist, dated Aug. 15, 1955, and saying that although "you are under exclusive contract to us and we are entitled to receive all compensation earned by you for services rendered to any person, firm or corporation to whom we make your services available, we hereby consent to your performing services [blank] in connection with the production" of a motion picture which the artist apparently had signed to do.

"We agree," the CBS letter continued, "that you may retain for your own use and benefit all compensation earned by you pursuant [to the motion picture contract]." But, the star was told, he (or she) would not be eligible for certain payments which otherwise would have been due from CBS during the period of his motion picture employment.

Another CBS-TV contract—this one identifying the star as an actress and dated May 1, 1952—called for her services to make television films and covered a five-year period. She would receive certain re-run fees, plus: $3,000 per program during the first and second year; $3,250 per program during the third year, and $3,500 per program during the fourth and fifth years. CBS could terminate at the end of any year by giving two weeks notice.

The contract called for the actress' exclusive services during its term, except for two radio-tv appearances in each 13-week period. It also gave CBS certain powers of reinstatement of the contract, during which time the actress could not perform in competition with CBS.

A supplementary agreement dated Aug. 15, 1956, indicated that CBS would pay the actress $300,000 (in payments of $50,000 annually), in return for which she agreed to give up the re-run and re-use fees provided for her in the original contract.

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Stanton testimony

Continues from page 57

tween the network-station relationship and a bill enacted in the 84th Congress to give auto dealers the right to legal redress when the auto manufacturer cancels a franchise.

Chairman Celler said that if a network decided to change affiliation, the network would have the legal right to do it. Even if the public made an outcry "it sometimes might be that the network doesn't care about the public outcry," he said. He noted there were "serious charges" made in the NBC-Westinghouse Cleveland-Philadelphia radio-tv stations exchange, in which the FCC granted the transfer without a hearing "despite the outcry."

Dr. Stanton said that never had anyone at the FCC commented on the rightness or wrongness of changes in CBS affiliation. He acknowledged other stations in cities where CBS has owned stations do not have a chance for CBS affiliation: "I would have holes in my head if I were to affiliate with somebody where we owned the station."

Asked whether CBS' uhf station in Milwaukee is making money, he replied that this is a "sensitive" question, but said he thinks "we are just barely making money." He noted CBS' concern for uhf and said CBS deliberately picked the mixed Milwaukee market for its uhf outlet.

He said he urged FCC members to let multiple owners own uhf stations in addition to vhf so they could show the industry how to make uhf work, but this was not allowed until later. Now, he said, "It may be too late . . . to make that thing work that way, I don't know, but we are trying very hard in Milwaukee, and we are going to try very hard in Hartford."

Dr. Stanton, replying to a question from Rep. Quigley, said CBS could not "legislate an advertiser into an uneconomic purchase"; i.e., force him to take a uhf station when he has choice of a vhf and its greater coverage or circulation.

Counsel Maletz asked Dr. Stanton to comment on the FCC's chain broadcast report of 1941, which said network ownership of a station in a particular market renders that station permanently inaccessible to other networks, and that common ownership of network and station places the network in a position where its interest as the owner of certain stations may conflict with its interest as a network serving affiliated stations. He said the FCC may well conclude station and network operation should be "entirely separate."

Resuming testimony Tuesday, Dr. Stanton said he thought Sec. 3.658 (f) of the FCC's regulations "took care" of that condition. This section provides that no station license shall be granted to a network in any locality where existing tv stations are so few or of such unequal desirability (coverage, power, frequency, etc.) that competition would be restrained.

The CBS president said CBS had to divest itself of a radio station in Charlotte, N. C., because of the FCC probe, and said he is "perfectly satisfied to live under the present ownership rules."

Counsel Maletz referred to Assistant Attorney General Victor Hansen's testimony [B•T, Sept. 24, 17] that multiple-ownership rules should be tightened and that multiple owners obtain preference in network affiliations.

Dr. Stanton replied that it is a preference "if you want to state it that way, based on the merits of operation, Mr. Maletz, not on the basis of multiple-ownership alone." Some multiple owners get higher percentage payments from CBS than non-multiple owners, but if the stations were examined on a market-by-market basis, he said, these same stations would get higher percentages even if they were owned individually. He cited experience, past pleasant business relationships in other affiliations and the merits of improving network coverage by affiliating with a multiple owner in three places as compared with the merits of not covering one or more of the areas.

He acknowledged that in general the five Storer Broadcasting Co. affiliates of CBS got better terms than other CBS affiliates.

Mr. Maletz read Sec. 358 (b) of the FCC's rules which forbids a tv station to make an agreement with a network which hinders a station in another community from broadcasting the network programs.

Later, he cited a memorandum from Mr. Salant to Mr. Stanton, dated March 29, 1956, in which Mr. Salant said NBC affiliate KPRC-TV Houston ordered a CBS program on a per-program basis with the advertiser willing to pay for both KPRC-TV and CBS affiliate KGUL-TV Galveston; that CBS has not and will not discuss the problem with KGUL-TV. Mr. Salant noted that "there seems to be a storm brewing," and KPRC-TV had taken the matter up with its attorney.

Dr. Stanton replied that CBS considered Galveston and Houston to be the same market (what CBS calls a "hyphenated" market). He said CBS denied KPRC-TV the program because "if this happened by extension in other markets all over the country . . . you would dilute the value of our program schedule . . . and such dilution would not be desirable." There might be exceptions for "very important public events," he added.

Self-Protection

Dr. Stanton said he didn't think CBS acted to protect KGUL-TV, but to protect itself; the public had the program, he said, and it was duplicative and wasteful and undesirable from the public's point of view to have the same program on both stations.

The CBS head was asked about a Salant-to-Stanton memorandum date June 1, 1954, saying that at WFMZ-TV Bethlehem-Allentown, Pa., "the charge has been that we refused to affiliate in Bethlehem-Allentown because of an agreement with Don Thornburgh to protect WCAU. There seems to be some reason to believe that Thornburgh stated to one of the Allentown stations' officials that he would not permit an affiliation with CBS, but it is denied that Station Relations took this into consideration."

Mr. Stanton said Mr. Thornburgh personally denied to him that he made this statement. He suspected the reason CBS didn't affiliate was because it would be "uneconomic." He felt that WCAU-TV unquestionably covers Allentown.

Mr. Stanton dismissed as a "rumor" an interoffice note saying NBC Radio in 1951 had given General Foods an 83% discount to take business away from CBS Radio. Salesmen make these claims to their bosses, he said, as excuses for losing a sale. He said CBS-TV in 1955-56 granted only three special discounts, noted on one of the documents submitted by CBS to the subcommittee, he added. He did not know of any instance in which CBS sold time directly to a sponsor.

Commenting on the subcommittee's report on the 15 top agencies cornering 73.3% of Class A tv time on CBS, Dr. Stanton said he supposed it is just a "normal development in the trade," and nothing CBS had anything to do with. The agency business is like many others, he said, with concentration to bigness. "The country is large and if you are going to service the entire country, you have to be big in this business."

The CBS president didn't know whether this is good or not. He noted the services large agencies offer that small agencies cannot. He didn't think an agency could develop market habits because its responsibility is to move merchandise and has no preconceived notion of forcing sale of goods in one market as against another.

Dr. Stanton told the subcommittee CBS would sell any available time under certain conditions to any agency on behalf of a legitimate sponsor.

Chairman Celler felt that bigness in itself might eventually lead to nationalization of industries, as in England, simply because of their size, and wondered whether advocates of bigness shouldn't keep that in mind.

The CBS executive noted network advertising also helps the local business by advertising national products which he (local business) handles. In addition, the local advertiser can place spots in between the strong programs of the network on the local station, he added. Some stations have even said they would take CBS programs free, Dr. Stanton said, to build attractive programming by which they can sell local spots.

Dr. Stanton felt the public would be the loser if network option time were reduced from three to 1½ hours a day, with national instead of local advertisers still using the periods.

In a line of questioning on profit participation and subsidiary merchandising rights, he said CBS Television has no profit interest in 42.4% of programs on the fall schedule, with 29.6% wholly owned by the network and partial interest in 28%. In prime evening hours, it has no interest in 49.5%, with 18.8% wholly-owned and partial interest in 31.7%.

As to CBS ownership of specific programs, he agreed (subject to a later check) with the committee that the network has no ownership but gets 50% of net profits (if any) from subsidiary rights to *What's My Line* (Goodson & Todman) and *Winkie Dink & You* (Barry Enright Production Corp.); *I've Got a Secret* (I've Got a Secret Inc.); no longer has an interest in *Stage Show* (Jackie Gleason Enterprises). He explained how the network bids for rights to sports events such as the Orange Bowl game and horse races and then tries to sell them to advertisers.

Other programs in which the network has no interest but a 50% profit partcipation, testimony showed, include *Brave Eagle* (Indian Productions); *Robert Q. Lewis Show* (Rosebush Enterprises); *Navy Log* (Gallu Products), 75% of net profits and 50% of profits from subsidiary rights; *It's News to Me* (It's News to Me Inc.); *I'll Buy That* (Erminia Productions).

The network owns 25% interest in Bing Crosby Enterprises, Dr. Stanton said, with no program subsidiary rights or profit. "Our profit," he said, "comes from the types of following we can attract to the network." He said CBS has 24% ownership in Desilu Productions with 40% of profits, including *I Love Lucy* and *December Bride*. Mr. Pierce said CBS shares net profits equally with the producer after 50½% deduction for Park Levy and Spring Byington. It also gets 50% of subsidiary rights. He said CBS had no stock in the *Gene Autry Show* (Flying A Pictures).

Answering a question about the problem of building up the tv network after the FCC freeze, he explained how many markets could be reached by CBS-TV only on a delayed basis. "I do not see why DuMont could not have done the same thing that we did," he said, adding that DuMont then owned three vhf stations.

In a line of questioning on pilot shows, he

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said the network had spent $192,000 on one pilot project and estimated 15 or 20 programs have reached the pilot stage at CBS in the last few months. Of these, he guessed two or three might get on the air. He said CBS represents its owned stations. When Rep. Keating asked about *Adventure,* he said it would be replaced at the turn of the year by *Odyssey,* with leading museums cooperating. He said *Adventure* had cost $15,000 a week and was carried sustaining several years at a cost of about $750,000 a year. He said $750,000 had been put into *The Search* before it took the air "and we never got a dime back for it."

In New York, Dr. Stanton said, the network stations donated $1,944,634 to public service causes in the first half of the year plus another $986,000 in Chicago, based on card rates.

Questioned about alleged network preference granted its owned programs, Dr. Stanton said, "It has never happened in the history of CBS Television where we have insisted on a profit participation with an outside package."

A line of questioning about antitrust probes into networks brought from Dr. Stanton the CBS insistence on maintaining production, supervision and control over all its news and public affairs programs. He listed the policy in connection with multiple sponsorship and anchor programs, noting that four of 11 cited anchor programs are not produced by the network.

$4 Million for No Profit

"Our test is to get the best program we can get," he said in showing how programs are selected. The network spends over $4 million a year to maintain news and public affairs programs "and there is no profit in it," he said. He was questioned about minutes of meetings in relation to specific programs. There are fewer "inside programs" on the schedule than was the case in 1954 and 1955, he said. Other questions covered *You Can't Take It With You,* with Dr. Stanton denying Screen Gems had been given prejudicial treatment since the network felt the material would be used up in the first episode.

In his opening testimony Wednesday morning, Dr. Stanton explained other details of the *Playhouse 90* project, with history of the *Four Star Playhouse* and *Count of Monte Cristo* series. The exchange included CBS contracts with Young & Rubicam on the last-named series.

CBS has a profit plan with Screen Gems, he said, based on CBS syndication rights the first year plus an alternating formula. It has no profit participation in *Four Star Playhouse.* Details were given of the *Chronoscope* 11-11:15 p.m. news documentary. The matter is now in litigation. He contended Television Programs of America testimony had left incorrect impressions on network policy.

Committee members asked why the current hearings had not been given attention on network newscasts. Dr. Stanton repeated his explanation of the complete freedom given CBS newsmen. "We will not tell the news department how to handle a story," he said, adding that the network calls them analysts rather than commentators. He suggested the industry tends to be timid about using its own facilities to tell its own story, possibly leaning over backwards.

Questions were asked about CBS negotiations with British Broadcasting Corp. news films, with indications NBC had an exclusive arrangement. CBS has a tieup with Independent Television Authority. It has negotiated, too, with the Italian government (RAI-TV).

Going into discounts, the committee cited a 25% over-all discount for a $100,000 weekly minimum sponsor, over 52 weeks. Procter & Gamble had over a half-million dollars in average weekly billings, committee counsel noted, getting $135,000 a week discount with $544,300 billings per week in 1955. Dr. Stanton said six sponsors get the over-all discount.

Committee probers tied the varying discounts into the Robinson-Patman Act, with its ban against preferential quantity rates, but CBS counsel, Bruce Bromley, said the act doesn't apply to television because it is a service. Committee counsel listed these discounts, among others, in 1955—R. J. Reynolds 25% compared to Philip Morris 12½%; Bristol-Myers 25% compared to Wildroot 5%, Noxema 5%, Carter 9.5% and Yardley 15%; National Dairy 23% compared to American Dairy 5%.

Affiliate contracts were worked over, with unrevealed details of several contracts exposed over Dr. Stanton's protest. Among several yardsticks, Dr. Stanton said, is the desire to keep the tv cost-per-1,000 as low as possible to be competitive with other networks and other media. The cost has gone down from $3.93 in 1949 to $1.76 in 1956, he said. He said the standard primary contract provides pay at 30% of gross time charges per week, less deductions. Counsel cited a 33⅓% rate for KPIX (TV) San Francisco, with Dr. Stanton explaining the station was a key outlet and had bargaining power that wound up in that formula. In the case of WAGA-TV Atlanta, also with 33⅓%, he included "multiple-station opportunity." WAGA-TV is one of the Storer Broadcasting Co. group.

As to WBNS-TV Columbus, Ohio, with a sliding rate ranging from 10% to 36%, he said the station was a key outlet in the market, had a fine radio record and was in a strong position to bargain. A rate of 10-37½% at WBRC-TV Birmingham was accounted for by multiple ownership and the fact it is a two-station market.

Purpose of the questioning, Chairman Celler explained, was to see if there is network combination or discrimination in dealing with affiliates.

In the case of "WKGA-TV" (apparently WKZO-TV) Kalamazoo, Mich., the 40% rate was traced to single-station situation plus cost of the station's own microwave link. Converted hour deductions were covered at some length, with Dr. Stanton explaining they are free hours the station gives in connection with the compensation formula. He called it a carryover from early radio days.

Chairman Celler lauded Dr. Stanton's explanation of the "must-buy" list as a way of confining prime evening hours to advertisers wanting nationwide coverage since the network serves the entire country. Actually, he added, advertisers are going far beyond the must-buy figure, averaging 123 stations at night with only 55 required. He said CBS-TV had trouble getting clearances in two-station Louisville, hence agreeing to this clause: "During the term of this agreement so long as CBS Television continues its basic required station group in network purchases, CBS Television shall include station in such group." He said the contract was the only one of this type, with the station now pushing off some CBS programs to take others.

Certain questions about other affiliates were dropped at the chairman's order.

Turning to talent contracts, the committee went into restrictive clauses and other details. CBS has 77 contracts with individuals, Dr. Stanton testified. Three are 15-20 years—Edward R. Murrow, Ed Sullivan and Jackie Gleason; Arthur Godfrey, Jack Benny, Garry Moore and Lucille Ball and Desi Arnez hold 10-15 year pacts. No contracts pay over $200,000 a year. Dr. Stanton explained CBS Television puts out 90 hours of programming a week, "almost as much as the major Hollywood studios turn out in an entire year."

Committee counsel cited a Sept. 17, 1954, memo from Sam Fuller to Thomas McAvity suggesting MCA could get $15,000 for Edgar Bergen, $35,000-$40,000 for Harry James and Betty Grable. Dr. Stanton said talent representatives exaggerate in trying to get the best possible prices.

Lauding Dr. Stanton's testimony, along with that of Judge Bromley and Mr. Salant, Chairman Celler said that in his experience few witnesses "have been as sagacious, articulate and incisive as you have been in your answers to questions. . . . You have corrected a number of illusions that I had concerning this industry."

Robert W. Sarnoff

President, NBC

Accompanied by John F. Sonnett, NBC counsel; David C. Adams, executive vice president; Thomas E. Ervin, vice president-general counsel; Benjamin Rauf, senior attorney.

The root of the tv problem, Mr. Sarnoff said in reading a prepared statement, is an inadequate number of stations due to the nature of frequencies, allocation of channels and the history of tv development. He urged elimination of the excise tax on all-channel receivers and took a dim view of a committee suggestion that the tax on vhf-only sets might be raised to give all-channel sets a price break. He felt a lower tax would solve uhf's circulation problem. He urged full use of the 70 uhf and 12 vhf channels.

Testimony of film producers and syndicators, he said, twists "the shortage of facilities into an argument for artificially curtailing the network service, in order to enlarge their own market and profit." He called film producers "program merchants" whose sole business is "programs for profit."

During the fourth quarter of 1956, he explained, NBC will program 1,100 hours on the tv network of which 440 will be unsponsored. He and the committee traded comments on the "fourth network," a film organization set up by National Telefilm Associates, agreeing on differences in NBC and NTA operations.

Chairman Celler told Mr. Sarnoff he was making film witnesses "a whipping boy" and added the mere fact the committee took testimony doesn't mean it was persuaded.

An exchange of legal views on the Supreme Court Paramount decision included a claim by Mr. Sonnett, who had argued for the United States in the case, that there was no application whatever to broadcast networks.

Mr. Sarnoff defended network option time and the must-buy principle. He said film producer business is expanding tremendously, contending their announcements of new shows destroy the claim they can't get their programs on the air because network time dominates the field.

He said must buy stations in 57 markets provide basic national circulation, forming "a reasonable and logical minimum purchase unit for national marketing purposes." He showed how small national advertisers are able to get tv network time. In 1955, 10 advertisers spent less than $10,000 on the network, he said, 58 spent less than $50,000 and 91 spent less than $100,000. These groups included almost half of the network's advertisers. At the other end, he continued, was an advertiser who spent over

$10 million. The number of network advertisers increased from 48 in 1949 to 138 in 1952 and 231 in 1955, an increase made up mostly of small advertisers.

Some choice time is still available, he said, including half of *Producer's Showcase,* a spectacular. He flatly denied the network schedules programs because of a financial interest in them. The network strives for the best available program structure to maintain circulation, he said.

Commercial programs on NBC-TV network cost $8.6 million more than the network received from advertisers for these programs, he said. Unrecovered program cost amounted to $24 million in 1955, he said. Committee questions credited the network with $14.6 million net income with an investment in broadcast property of $18.2 million. The different accounting approaches to the profit situation were kicked around for some time, Mr. Sarnoff contending return on investment is not a fair figure.

NBC-TV took 58 of 81 programs from non-NBC sources, it was shown, having a financial interest in 15 of the 58.

He touched lightly on the ASCAP-BMI question, noting the current litigation and claiming broadcasters cannot revert to the pre-BMI situation. He said NBC will take a new look at the whole situation when the litigation is out of the way and consider the advisability of BMI stock ownership. NBC owns 5.8% of BMI stock, he said, the original shares costing $21,320. He showed how the network played 65.7% ASCAP music in 1952 before the suit and only 6.7% BMI, with 62.2% ASCAP on NBC Radio and 9.9% BMI. Present figures are about the same, he said.

Profit Participation

Testimony by committee counsel indicated NBC has 50% profit participation in *Children's Corner;* 50% in *Uncle Johnny Coons;* 30% syndication handling rights to *Dragnet* re-runs *(Badge 714);* 50% net profits on subsidiary rights in *Frontier.* Others were cited, including a 50 stock interest in Hope Enterprises Inc. and an interest in Max Liebman Productions. A working arrangement prevails with Talent Associates Ltd.

Questions about talent fees dealt with memos purporting to show how the network is trying to limit the 10% talent fee to above-the-line cost. The Wednesday session would up with questioning about *The Great Gildersleeve* program and a contract with Drewrys Ltd. Mr. Sarnoff said WNBQ (TV) Chicago must decide for itself what programs are on its schedule and said NBC Television Films Div. licenses its series without regard to whether the station which will broadcast the film is owned by or affiliated with NBC.

As testimony resumed Thursday morning, Mr. Sarnoff explained that while the network and NBC's film syndication unit were commonly owned, they operated as separate and competing units.

Chairman Celler read from an article in the Oct. 12 issue of *Collier's* magazine which described the large size of RCA, its far-flung operations and its significant and dominant position in the electronics industry. Rep. Celler commented that, electronically, RCA affects the U. S. people "from the womb to the tomb." RCA's "mammoth and monolithic" influence, he said, "pervades the life of America," and it would appear that RCA "controls the destinies of radio and tv."

Mr. Sarnoff replied that RCA's contribution to the public, to the art of broadcasting and to electronics and the record of his father, RCA Board Chairman David Sarnoff, speak for themselves. There is still competition in the electronics industry, he said, and in the case of RCA it is just a case of who can "build a better mousetrap." Although RCA owns NBC, the network itself operates autonomously, he said, pointing to NBC's role in the development of color television of which "I am particularly proud."

Rep. Celler said that in a talk recently on CBS-TV, he had praised RCA, saying he did not know of anyone who has contributed more to electronics than Gen. Sarnoff. As to the RCA board chairman's "daring and initiative" in this field, "I would be derelict if I didn't say so," Rep. Celler said.

But on the other hand, recognition should not affect the other factors—when one operation "controls so much" it should be open to "exhaustive scrutiny" and should "give us pause." Whether it is wrong, he said, "is something we have to wrestle with." Since the Communications Act says that radio-tv affects the public interest, Rep. Celler said, radio must be looked at quite differently than selling of industrial goods such as "ships and shoes and sealing wax." Although the *Collier's* article was "a bit florid," the New York Democrat continued, there is "nothing invidious in my directing attention to it."

Mr. Sarnoff was asked by subcommittee counsel to supply a list of all NBC-TV affiliates which have bought transmitters and other

YOU, TOO, CAN BE A ZOMBIE!

BEFORE

AFTER

Want to lose weight?

Want sunken eyes, a foggy brain and a collapsed wife?

Then do what this man did! . . . . conduct a non-stop Disc-o-thon for 126 hours, 5 minutes and 45½ seconds. Ray Williams, manager of KCSJ radio and television, set up remote studios in the showrooms of the Union Gas and Equipment Company in Pueblo, in cooperation with RCA, and stayed with it, 24 hours a day, for more than five full days. *Ray's* not in very good shape . . . they took him to the hospital in an ambulance . . . but Union Gas and Equipment reports the most tremendous sales event in history! In five days, they moved a full carload of merchandise.

In Colorado,

KCSJ Radio 590 kc and **KCSJ** Television Channel 5

REALLY DO THE JOB!

John E. Pearson Company, Representative

Guild Films Offers A-Time Programming For Every Station Need

Guild Films makes available to you this A-time programming for *any* slot you may wish—morning, afternoon or evening.

Write, wire or phone us now for full facts—and for our realistic, down-to-earth prices.

191 MUSICALS
LIBERACE
FRANKIE LAINE
FLORIAN ZABACH

143 MYSTERIES
I SPY
SHERLOCK HOLMES
PARIS PRECINCT
and
CONFIDENTIAL FILE

208 COMEDIES and DRAMAS
MOLLY (The Goldbergs)
DUFFY'S TAVERN
(26 in color)
LIFE WITH ELIZABETH
JANET DEAN
CONRAD NAGEL THEATER

370 CARTOONS
WALTER LANTZ CARTOONS
with
Oswald the Rabbit
Poochie the Pup
Meany, Miny and Moe
and the
LOONEY TUNES

PLUS
134 CHILDREN'S SHOWS
100 ALL-STAR WESTERNS
65 WOMEN'S FEATURES
250 TOP HOLLYWOOD MOTION PICTURES

GUILD FILMS

equipment from RCA, together with dates of purchase, costs and the nature of the equipment.

Asked by Counsel Pierce if NBC's film syndication subsidiary and its owned stations cannot combine to exclude competing stations in those markets from carrying the NBC films, Mr. Sarnoff acknowledged that NBC may have this power, but this action would be impossible because of the "handful" of NBC-owned stations.

Then, Mr. Pierce wanted to know, can the two divisions combine to exclude competing film syndicators from selling film to the NBC owned stations? Mr. Sarnoff supposed it "could" be done.

Counsel Maletz asked the NBC head if there was any legal insurance that NBC owned outlets would not give preference to NBC-syndicated films. Mr. Sarnoff replied that NBC Film Syndication is competing for the "best deal" and that sometimes this means sale to non-NBC-owned stations. There is no assurance, he agreed, that NBC-owned outlets won't prefer NBC-syndicated films, but this does not mean there will be this preference in actual practice.

He acknowledged that he knew of no "legal assurance" that NBC-owned stations could not get NBC-syndicated films on better terms than non-NBC-owned stations.

Chairman Celler wanted to know how much of the eastern seaboard is included in coverage by NBC-owned stations in New York, Philadelphia, Buffalo, Washington and its pending acquisition of a uhf in New Britain, Conn. Mr. Sarnoff said he would furnish this "technical" data for the record, as well as the population covered in each state concerned.

Mr. Pierce read a memorandum, dated Feb. 12, 1952, purported to be from Fred Wile Jr., then in charge of NBC-TV production, to Thomas A. McAvity, then head of NBC's tv programming department, asking if a list of CBS-TV "hits" could be "sprung."

Did this mean, Mr. Pierce asked, that NBC was interested in "pirating" CBS shows?

It means, Mr. Sarnoff replied, that NBC was interested in seeing what CBS hits would rather be on NBC. He didn't know what action NBC had taken on the memorandum, but identified one of the listed CBS shows in Mr. McAvity's reply as being now on NBC. Perry Como also came to NBC from CBS, he added, but the NBC show has a different format than the CBS version.

Mr. Pierce read another memorandum from an NBC program employe to Stockton Helffrich, head of NBC continuity and acceptance, which proposed that the network tighten its guards against "payola"—the free plug—and expressing fear that the mounting publicity about it might touch off a government investigation of the industry, that "payola" inroads were reaching such proportions that they were impossible not to notice, and that the practice was bringing protests from the public that the broadcast industry was being overcommercialized.

Yes, Mr. Sarnoff admitted, the free plug problem has been plaguing the industry a long time. Neither network nor affiliates like it and NBC has asked producers to be active and vigilant in trying to stop free plugs by checking scripts closely. But even when plugs are taken out of scripts, sometimes the performers ad lib them, he said, and he didn't know if "we can ever get rid of it entirely."

Chairman Celler observed that the subcommittee's investigation indicates that others (presumably disc jockeys) get "under-the-table payments" to plug songs, which he felt was a "wholesale indictment" against the recording companies' artists and repertoire men.

Mr. Sarnoff said there is nothing in NBC contracts to prohibit free plugs and is not sure free plugs can be stopped through a contract, but felt that if a performer defies the network and continues to insert free plugs the network might find some way to prevent it.

Mr. Sarnoff acknowledged that in "most instances" a network's power to affiliate with a station is an important power. But, as far as an affiliate having protection against a network's cancellation of a contract, the situation "works both ways," he said, and the station, too, can drop its affiliation if it is unsatisfactory. He felt that both station and network have "comparative rights."

Is there any redress to an affiliate, asked Chairman Celler, when the network cancels the affiliation after the station has spent large sums on equipment and other expenses? Such a station, Mr. Sarnoff said, would have taken a "calculated risk," just as the network did. Many stations have dropped NBC affiliation when NBC didn't want to lose them, he added.

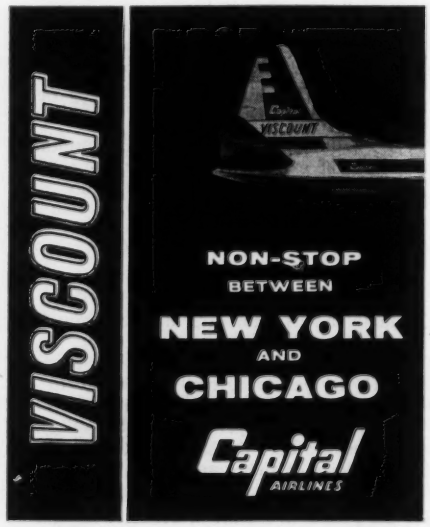
Mr. Sarnoff said that in a three-station-or-less market a station which loses its affiliation can always affiliate with another network, but admitted that if the network refused to renew an affiliation in a four-station market the station would have no redress.

Counsel Maletz then turned to WTVR (TV) Richmond, whose president, Wilbur Havens, told the Senate Commerce Committee during the summer that NBC used pressure against WTVR, before finally letting its affiliation lapse in 1955, to get WTVR to carry programs in option and non-option time [B•T, May 21].

Did NBC switch to WXEX-TV Petersburg, which went on the air Aug. 15, 1955, because WTVR did not carry all the programs NBC asked for?

Mr. Sarnoff told Mr. Maletz that the station's refusal to carry NBC programs was "one of the reasons in our evaluation." Sticking close to his testimony to the Senate Commerce Committee [B•T, June 18], Mr. Sarnoff said NBC's relationship with Mr. Havens was "troublesome," and that during the time WTVR was the sole station in the market Mr. Havens "forced" NBC to raise its compensation to the station when actual, unduplicated circulation didn't warrant it. Mr. Havens, he felt, took advantage of the fact WTVR was the only station in the market at that time.

This led to questions of whether NBC or the station fixes network rates, with Mr. Sarnoff testifying that the network determines by unduplicated circulation and other factors what it



will pay a station. At this point Counsel Maletz referred to testimony before the House group by Assistant Attorney General Victor Hansen of the Justice Dept.'s Antitrust Division that he felt there was some question of the legality of this practice under the antitrust laws [B•T, Sept. 24].

Mr. Sonnett told the House group he felt Mr. Hansen was looking at the situation "with an open mind." Mr. Sonnett said he didn't know "what implication can be drawn" from Mr. Hansen's testimony, but that he (Mr. Sonnett) had advised NBC that this practice is not a violation of the antitrust laws in his opinion.

Chairman Celler told Mr. Sonnett he thought he was "a good lawyer, but I don't agree with you."

Chairman Celler chose this time to warn Mr. Sarnoff and those flanking him that refusals or evasions of questions which the subcommittee has asked NBC or other witnesses to supply will mean that the subcommittee "will have to reassemble to find out why the additional data was not received." Mr. Sonnett told the chairman NBC is happy to comply with all the House unit's requests and will do so.

Bringing up the controversial subject of WXEX-TV's change in equipment, specified in its application to the FCC, from DuMont Labs' gear to RCA equipment, Mr. Maletz asked that Mr. Sarnoff furnish the committee with copies of all RCA correspondence with proposed new stations and all correspondence between RCA and NBC on proposed new stations.

Favors Case-by-Case Basis

Did Mr. Sarnoff, asked Mr. Celler, think the present multiple ownership rule should be changed?

The NBC president felt it was difficult to set an arbitrary figure on ownership, but that this should be done on a case-by-case basis. It might be of value to the industry if multiple owners were allowed to own some more uhfs, perhaps five vhfs and five uhfs.

Did he mean in saying "case-by-case" that one owner might be allowed 12 stations, another 14, another two and a fourth three?

"I'm not sure I'd go that far. I don't know if I can answer that," Mr. Sarnoff replied. He didn't know if there should be an arbitrary limit such as 12 or 9 stations.

Chairman Celler was skeptical that "you, the president of a large corporation, don't know." Didn't NBC supply data to the FCC on this subject?

Mr. Sarnoff said NBC had supplied data on multiple uhf ownership.

The subcommittee chairman then quizzed Mr. Sarnoff for his views on whether he felt the FCC should regulate networks "directly" rather than "indirectly" (through station licensing as at present).

Mr. Sarnoff replied he had given that a lot of thought. There are many complicating factors, he said, on what a network is and what the regulations would be.

Direct regulation, he felt, would open the door to programming control, would discriminate in favor of one advertiser over another, would affect the rates in terms of affiliation and would affect negotiations with talent.

Mr. Sarnoff felt competition, as practiced now, is better. No government regulation of networks is needed, he said, unless there is "a clear and demonstrated" need for it. No such need has been shown, he said.

What the industry needs is more stations, and any efforts to help should go in that direction, he said.

Chairman Celler felt the government, through its control over licensees, could exercise even more power over the networks, but doesn't do so.

Mr. Sarnoff said the basis of regulation of stations is the allocation of frequencies. There is no such basis for regulating networks, which are "primarily circulation and program builders," he said.

What does NBC think of the idea, Mr. Pierce asked, of making affiliation contracts longer than the present two years allowed by the FCC —say, five years—the station given the option to cancel any time during the period but the network not allowed to cancel for the five years as long as the station "does a good job of broadcasting"?

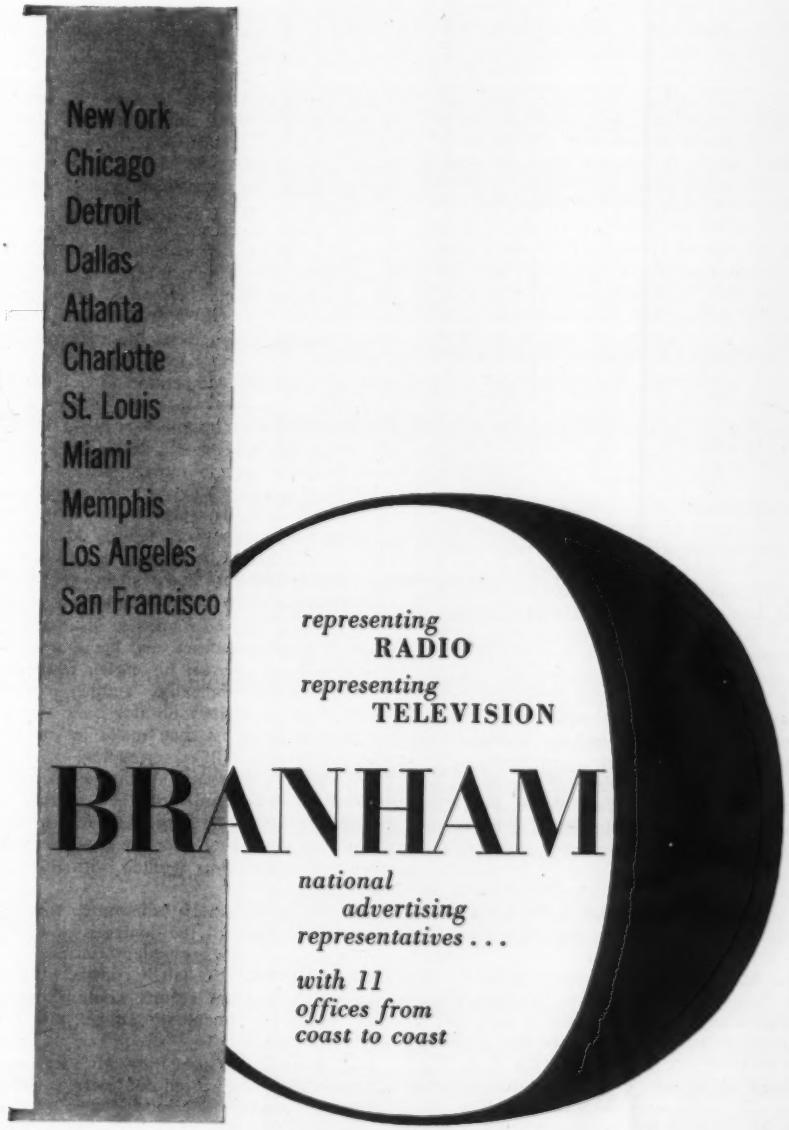
Mr. Sarnoff had no objection "if both parties want it and both parties have cancellation powers."

Mr. Pierce asked what motive beyond profits NBC would have in owning tv in cities other than New York, Chicago and Los Angeles?

Mr. Sarnoff replied the profit motive is present because the network needs station profits to "stabilize the network operation." Another reason, he said, in the case of owned uhf stations is to help develop uhf. The network also originates programs at its Washington and Buffalo stations, he said.

Chairman Celler was tenacious about the profit question, and asked why networks want more stations.

Mr. Sarnoff said NBC's five vhfs have enabled the network to "do many things to help build the industry. Our two uhfs will help uhf by encouraging other uhfs in these and other areas." He said the Buffalo operation already



has helped uhf there and generally and that one uhf operator in the New Britain area was "about ready to throw in the towel" until he found out NBC planned to operate a uhf there; that now this man has decided to "stay with it."

The NBC president explained that when he said, NBC needed more owned stations, he meant uhf in other areas to help uhf there, too.

Chairman Celler thought "there would be no end" to network desires for more uhfs in such a case. "That's no answer," he said, and he asked for Mr. Sarnoff's "real motive."

"I don't want to put a halo around your head," Rep. Celler said, suggesting that the network's motive would be to "make money."

Mr. Sarnoff said he had not denied this. "If there is to be further ownership by multiple owners," he said, "it should be in uhf."

It took NBC nine years to make a profit, he said, "and now as we turn the corner we are faced with $80 million in costs for color tv development."

Mr. Pierce wondered if there was any tie-in between the radio and tv affiliations of the owner of both radio and tv stations in the same market, and if affiliations were negotiated with the network for both at the same time.

Radio Ties Less Weighty

The NBC chief said radio affiliation is no longer "of much consequence" although negotiations "might be" carried on at the same time. The reason there are so many radio-tv station owners who have NBC affiliations for both stations is that NBC urged them back in 1947 to go into television, he said. He did not know of any case where NBC ever held a tv affiliation "over the head" of a radio-tv affiliate to persuade him to renew his radio affiliation.

If an owner dropped its radio affiliation, would this influence NBC in negotiating for continued tv affiliation, he was asked.

Mr. Sarnoff said tv is "more important. Radio stands on its own merits."

Mr. Pierce asked if NBC would decline to renew tv affiliations with Westinghouse Broadcating Co. because WBC has dropped its radio affiliations.

At this point, Mr. Sonnett commented that "this gets into an area which is being studied," but Mr. Sarnoff said: "The answer is no."

Mr. Singman, turning to talent, asked Mr. Sarnoff how many performers NBC has under contract for a year or more. There are 53, Mr. Sarnoff replied.

Answering other questions, he said Milton Berle's contract is for longer than 20 years and with 15-to-19-year contracts are Jimmy Durante, Eddie Fisher, Marlon Perkins and Martha Raye. Those with contracts from 10 to 14 years, he said, are Sid Caesar, Perry Como, Dave Garroway, Jack Webb, Paul Gilbert and Frances Horwich. He said he would supply a list of the 32 whose contracts run from 5 to 9 years.

He couldn't answer how many performers have contracts for more than $200,000 a year, and for this reason came in for strong criticism from Chairman Celler, who said if he was in Mr. Sarnoff's place he would know.

Mr. Sarnoff said one reason he didn't know was that many of the agreements were on a per program and package basis and a salary might be more one year and less the next. He promised to supply a list, without naming names, of performers in the $200,000, the $150,000, the $100,000 and the $50,000 a year brackets for the past season.

Mr. Singman then brought the subject around to details of NBC talent contracts, noting that NBC and CBS sold their artists bureaus several years ago as a result of Justice Dept. antitrust action. Mr. Sonnett noted that the cases didn't involve "adjudication."

Mr. Singman read one contract indicating NBC reserved the right to assign the artist to perform services in night clubs, on stage, in motion pictures and elsewhere as designated by NBC, with the network to collect the fees therefrom. Mr. Sarnoff said this was in connection with developing young and unknown talent, "one of our biggest problems." NBC farms out such talent elsewhere before throwing the artist "to the wolves" on the network, he said. NBC designates where an artist will perform, but "we don't act as his agent," he added. NBC's talent scouts over the country find places to put this young talent, he said.

Mr. Singman asked that NBC furnish a written answer of its opinion as to whether this constitutes activity by the network as an artists bureau. Chairman Celler suggested the FCC might well address itself to this kind of activity and asked that this part of the testimony be referred to the Commission.

As to the fee collected from the artist's non-network performances, isn't this a profit for NBC, Mr. Singman asked. Mr. Sarnoff said it might constitute a profit, but that the network also might make nothing "for quite a while" from the artist's performances.

Mr. Singman wanted to know if the exclusivity of the NBC contract didn't interfere with competition against the network from non-broadcast entertainment fields. Mr. Sarnoff thought it put the performer in a position to earn better money.

Mr. Sarnoff noted at one time that such a contract is "voluntary" and therefore, has value to the performer. Remember, he noted, that NBC is paying him according to the terms of the contract. The NBC president didn't think, as Mr. Singman suggested, that such a contract represents "intent to violate the antitrust laws" by affecting competition in non-network fields.

Repeating the exclusivity part of the contract indicating that NBC would designate where an artist is to appear in motion pictures, stage, etc., Mr. Singman wanted to know if this didn't mean NBC is contracting for an artist's performances in non-network fields. Mr. Sarnoff didn't think so and Chairman Celler commented that this statement was "inconsistent" with earlier testimony by the NBC president.

Mr. Sarnoff said he wanted to distinguish between a "specific contract" and "general policy"; that this doesn't retract his earlier testimony.

Mr. Singman, indicating another contract, asked if its provisions do not limit the kind of contract an artist may make in the event his contract with NBC is terminated.

Mr. Sonnett protested at this point that the reading of this clause of the contract was rather intricate. Mr. Sarnoff agreed to supply the answer in writing after the chairman asked if anyone present was familiar with the agreement cited.

Mr. Ervin told the subcommittee that NBC counsel will read all the contracts and supply answers, since there are wide variations among them and other NBC talent contracts. Chairman Celler said the record would show here that "counsel is unable to answer and wants time to reffect."

Mr. Sarnoff was asked by Mr. Singman if another NBC contract did not interfere with the right of the artist to perform on another network, even after the NBC contract has expired, and wouldn't this also interfere with another network's efforts to hire the artist?

"We want direct answers," Chairman Celler snapped.

Mr. Sonnett protested that Mr. Singman's question was "argumentative" in form, but Rep. Celler didn't think so. "I'm a lawyer of many years standing," he said, "and I want no quibbling. I . . . am in emphatic discord with you." This, he told Mr. Sonnett, is "nothing new to you."

Mr. Sonnett thought it was still "difficult," to which Rep. Celler retorted:

"I don't think you're making a good record here."

Mr. Sonnett agreed that the answer would be supplied later.

Mr. Singman read from another contract specifying five years' performance and $50,000 a year to the artist for the next 10 years for occasional or no services. Isn't NBC paying "topflight talent to remain idle?"

NBC, Mr. Sarnoff said, is paying that sum because that's the demand the artist made; as for paying him to remain idle, "maybe yes, maybe no," he said, noting the "occasional appearances" provision.

During another exchange, Rep. Celler admonished Mr. Sonnett, "You know how to read contracts."

Another contract read by Mr. Singman required the artist to perform for five years for $50,000 a year and to be on tap for five more years. Rep. Celler wanted to know if this wasn't also putting the artist on ice?

Tax Problems

Mr. Sarnoff said the contract represents negotiations between the network and the artists and some such contracts are the result of "tax problems." The artist knows he has had or will have to work many years to reach the peak, he said, and that he will be at the peak a short time, so that the post-performance contract proposals are made to NBC by the artists.

Mr. Singman said the question was whether these contracts are "all right" if they pose antitrust questions. Aren't there other ways to settle some of these problems rather than "exclusivity provisions?" he aked.

Mr. Sarnoff told the subcommittee NBC has backed three Broadway plays that he remembers: "Call Me Madam," "Happy Hunting" and "The Great Sebastian."

Mr. Maletz wanted to know the details of certain exchange agreements NBC had with British Broadcasting Corp. for exchange for newsfilm and was told by Mr. Sarnoff that BBC wanted the exclusive provisions, not NBC. Another agreement, with RAI-TV in Italy is no longer exclusive, he said.

Mr. Sarnoff was asked to supply a list of advertisers, with agencies and programs, which got NBC discounts in the first half of 1956 and those who didn't. A list of 1955 NBC-TV discounts was entered in the record.

Chairman Celler ended the NBC testimony by noting that NBC "potentially" covers 95% of television homes, according to the network's claims, and noted NBC's pioneering in the "growing and lusty" tv industry. He said he didn't agree with "many of your opinions, but they will be taken into consideration."

Robert L. Moore Jr., second vice president of the Sheraton Corp. of America in charge of public relations and associated with Sheratons closed-circuit tv system, followed Mr. Sarnoff to the stand.

Mr. Moore said he was an independent producer and packager of tv film programs for about two years, leaving the business in November 1952. He charged that during his time in the field, the networks already had been setting the pattern of domination. Although he did not know what had happened since, he thought the networks today still are seeking to obtain control of properties aired on their facilities and as a result program packagers are fading

from the scene. While he was at it, Mr. Moore managed to get a word in about a new book he has authored and that will be published this week. He said the book is titled *The Pitchman.*

Final witness Thursday in the windup of the New York phase of the hearing was Murray Carpenter, president, treasurer and controlling stockholder, WTWO (TV) Bangor, Me.

In effect, Mr. Carpenter defended the networks, particularly option time provisions of affiliation contracts. FCC or Congressional change of network practices, he said, would be a "heartbreaking" mistake both for the small station operator and the public.

He was critical of AT&T, however, describing it as a "monopoly which squeezes every penny out of its favored position," and charging AT&T with maintaining "fantastically high charges" which in effect are "a colossal tax on the broadcasting industry."

Criticizes AT&T

He thought if independent operators had an easier access to capital for financing their growth, a "gradual shift of station ownership from small individual operators to giant corporate entities" could be halted.

Under questioning by Mr. Maletz, Mr. Carpenter, whose testimony paralleled what he had delivered before the Senate Commerce Committee last May, said that he would like to obtain more network service, stressing that network option time in particular had played a major part in the growth of tv stations in the smaller class.

COMMENTS ON ALL-UHF MOVE DUE TODAY

As of late Thursday, only 12 pleadings had been filed on this phase of FCC's allocations study. Most broadcast groups are expected to file Monday.

COMMENTS on the feasibility of moving all television to the uhf bands—in the country as a whole or in a major geographic area—requested by the FCC in its June 25 report on allocations, are due today (Monday) with every indication that major broadcast entities will file fairly general observations.

As of late Thursday only 12 pleadings had been filed on this phase of the Commission's allocations study.

A B•T check of major broadcast units indicated that most of the comments will be filed today.

Among the 12 comments already filed, 10 were from Rocky Mountain area vhf outlets who opposed the substitution of uhf for vhf in their portion of the country. They also opposed any reduction in mileage separation, and favored the crash program on uhf which has been organized [B•T, Sept. 24].

Stations signing this western manifesto were KOB-TV Albuquerque, N. M.; KLZ-TV, KTVR (TV), KRMA-TV, KOA-TV, all Denver; KRDO-TV and KKTV (TV), both Colorado Springs; KCSJ-TV Pueblo, and KREX-TV Grand Junction, all Colorado.

The City of Burbank, Calif., urged hearings on a shift of all tv to the 470-890 mc area; suggested also the addition of 60-88 mc and 174-216 mc for land mobile use. The communication was signed by Robert E. Brooking, communications engineer.

Albert Jerry Balusek, San Antonio, Tex., who has filed other comments on this subject, urged that the FCC delete vhf television within 10 years, substituting uhf channels for existing vhf stations. He also suggested that tv channels be renumbered, so that ch. 14 would become ch. 1, etc.

Last week, the FCC denied a Feb. 28 petition filed by Mr. Balusek advocating the deletion of all educational reservations so that these frequencies would be available for commercial operation as well as non-commercial educational use.

Meanwhile, the Commission finalized one rule-making proposal, invited comments on three others and denied an amended petition to assign ch. 8 to Mt. Airy, N. C., in lieu of ch. 55.

Granting a request of KELO-TV Sioux Falls, S. D., the FCC deleted ch. 6 from Pierre, S. D., and assigned it to Reliance, S. D., effective Nov. 1. Pierre retains chs. 10 and 22 (educational), neither of which has been applied for.

Comments were asked for by Nov. 1 on the following proposals: (1) assign ch. 8 to Hay Springs, Neb. (requested by Northwestern Nebraska Cooperative Tv Assn., which said it would apply for the channel); (2) assign ch. 3 to Ainsworth, Neb. (requested by ch. 13 KHOL-TV Kearney, Neb., which said it would apply

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I'm in touch with Toledo daily?"
Whenever you use anything made of glass, it's almost a certainty you're in touch with Toledo, *glass capital of the world.* And in addition to glass manufacturing, Toledo is listed among the leaders in 11 of the 19 industrial classifications.
Along with Toledo, WSPD-TV gives you 22 other counties for complete saturation of the Northwestern Ohio *billion dollar market!* Call Katz!
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for satellite operation on the Ainsworth channel), and (3) add ch. 32 to Greenfield, Mass.. deleting that channel from Lowell, Mass., and substituting ch. 78 in the latter city. That request was filed by ch. 58 WRLP (TV) Springfield, Mass., which additionally asked the FCC to delete ch. 58 from Greenfield and issue an order to show cause why WRLP should not be authorized to operate on ch. 32 instead of ch. 58. The Commission denied both these requests.

Also denied by the FCC was an amended petition by Paul E. Johnson asking for assignment of ch. 8, in lieu of 55, to Mt. Airy, N. C The FCC last July denied a previous petition from Mr. Johnson asking for the same changes. Both proposals, the FCC found, would result in sub-standard spacing.

Plaza Seeks Second Tv, Two Other CPs Requested

APPLICATIONS seeking construction permits for three new television stations were filed at the FCC last week. Plaza Radio & Television Co. filed for St. Louis ch. 30; Television Muscle Shoals Inc. filed for Florence, Ala., ch. 41, and Western Nebraska Television Inc. filed for Alliance, Neb., ch. 13.

Plaza Radio & Television's bid marks its second application within two weeks. The group previously filed for Detroit ch. 62 [B•T, Sept. 17]. Principals are Alex Rosenman (50%), former minority stockholder in WCAN-AM-TV Milwaukee; Eliot Hyman (25%), former owner of Associated Films Inc., motion picture-tv production firm, and David M. Harris (25%), photography interests.

Power for the proposed St. Louis outlet was listed at 244.08 kw, with antenna 258.55 ft. above average terrain. Construction cost was an estimated $25,539, first year operating cost at $264,000.

Television Muscle Shoals principals are Richard B. Biddle (25%), 52% owner of WOWL Florence and 25% owner of WGAD Gadsen, Ala.; Radio Muscle Shoals Inc. (25%), licensee of WOWL; C. V. Green (12.5%), grocery interests; James B. Gambill (12.5%), oil distributor; O. B. Miley (12.5%), automobile interests, and George W. McBurney (12.5%), real estate interests.

The Florence application calls for 15.6 kw power and antenna 391 ft. above average terrain. Construction cost was estimated at $76,-375, first year operating cost at $150,000.

Western Nebraska principals are equal owners L. L. Hilliard, 51% owner of KOLT Scottsbluff, Neb., and Sandhills Broadcasting Corp., licensee of KCOW Alliance. The group proposes power of 102.3 kw, with an antenna 669 ft. above average terrain. Construction cost was listed at $296,000, first year operating cost at $160,000.

WNAO-TV Plea Denied

REQUEST by ch. 28 WNAO-TV Raleigh, N. C., for rehearing and stay of last June's Raleigh ch. 5 grant to WRAL there [B•T, July 2], was denied last week by the FCC. WNAO-TV, which has pending a rule-making request asking the Commission to delete ch. 5 from Raleigh, sought a stay of the WRAL-TV grant, or, in the alternative, asked the FCC to attach a no-construction prohibition to it, as it has done in Peoria, Ill., New Orleans, La., and other cases.

In its order last week, the FCC said the public interest will best be served by permitting construction, giving Raleigh its second local tv service.

COURT TELLS FCC: SETTLE KOB CASE

Appeals tribunal gives Commission 60 days to either get KOB off 770 kc or restrict transmissions to protect WABC New York.

IN WHAT is considered the most severe slap for the FCC in several decades a three-judge federal court in Washington last week ordered the Commission to get KOB Aubuquerque, N. M., off 770 kc or permit it to remain on 770 kc with appropriate restrictions. The court also ordered the Commission to report what steps it planned to take or had taken in carrying out the mandate.

The decision, *per curiam* by Circuit Judges Wilbur K. Miller, David L. Bazelon and George Thomas Washington in chambers, came one week after the case was argued—itself a precedent.

The implications of the court's order are considered far-reaching in its effect on the decade-old clear-channel case as well as subsidiary daytime skywave proceedings.

The court said that the Commission must in 60 days "take effective steps substantially to relieve said illegal impingement upon the existing license of WABC (New York), pending final determination of the use to be made of the frequency of 770 kc either in the so-called clear-channel proceedings or in the proceedings now being conducted. . . ." The court implied that the Commission could reassign KOB to another frequency or authorize its continued operation on 770 kc "with such restrictions and conditions (such as the use of a directional antenna or reduced power) as will substantially eliminate the present interference with Station WABC. . . ." It ordered the FCC to report in 45 days what it planned to do.

Ironically, the day before the court's opinion came down, the FCC extended KOB's special service authorization to continue operating on 770 kc, conditioned on pending proceedings including the court's, at that time, unissued decision.

The appeal was taken by ABC (owners of WABC) from a 1952 extension of KOB's SSA to operate on 770 kc. The court had told the FCC in 1951 to resolve the problem, and ABC had requested and secured a hearing in 1952 when KOB requested further extension of its SSA. When the FCC continued KOB on 770 kc, ABC returned to the court demanding that the 1951 mandate be put into effect.

The case originated in 1940 when KOB was granted 1180 kc. This was changed to 1030 kc in 1941 when Mexico was given a priority on 1180 kc after the North American Regional Broadcast Agreement came into being. After a few months operation on 1030 kc, KOB was moved to 770 kc temporarily. It has been operating on that wavelength since then under SAA's. ABC's WABC is the Class 1-A station on 770 kc; WBZ (Westinghouse Broadcasting Co.) is the Class 1-B station on 1030 kc.

FCC Asks Appeals Court To Modify WSPA-TV Edict

FCC last week filed a petition in the U. S. Court of Appeals seeking rehearing in the three-year-old WSPA-TV Spartanburg, S. C., litigation. The Commission said it is not seeking rehearing with respect to the court's basic determinations, but to modify the Court opinion by deleting the words which state that the FCC's action is set aside. The Commission said the Court could not "set aside" any action of a government administrative agency but only remand it, consistent with the opinion.

Earlier this month the Court told the Commission it erred in affirming its authorization for ch. 8 WSPA-TV to move its transmitter from Hogback Mt. to Paris Mt., near Greenville, S. C. [B•T, Sept. 10]. The FCC was told it should have received certain engineering evidence and that WSPA-TV committed misrepresentations.

Riverton, Wyo., Vhf, New Orleans U Granted

FCC last week authorized construction of two new television stations. The grants went to WWEZ Radio Co. for New Orleans ch. 32 and to Chief Washakie Tv for ch. 10 in Riverton, Wyo.

WWEZ Radio Co., licensee of WWEZ New Orleans, is principally owned by A. L. Chilton (64%). The firm plans a 229 kw operation, with an antenna 338 ft. above average terrain. Construction cost has been estimated at $314,-875, first year operating cost at $350,000.

Chief Washakie Tv is owned by Joseph P. Ernst and his wife, Mildred V. Ernst. They are owners of KWOR Worland, KWRL Riverton, and KRTR Thermopolis, all Wyoming. The Ernst's station will operate with 64 kw power, using an antenna 1,712 ft. above average terrain. Construction cost has been estimated at $137,346, first year operating cost at $91,368.

Three Am Outlets Granted Last Week by Commission

AUTHORIZATIONS for three new am stations were made by the FCC last week. Construction permits awarded were:

St. Joseph, Mich.—Lake Broadcasters granted 1400 kc, 250 w unl. Principals include Maurice G. Humphrey (33.3%), insurance interests, and Carl L. Benson (33.3%), photo engraver.

Salamanca, N. Y.—Cattaraugus Broadcasting Service granted 1590 kc, 1 kw D. Principals include Luther M. Schaeffer (27.77%), pastor; Marion G. Shaeffer (11.11%), housewife; Warren A. Schaeffer (22.22%), auditor; Warren C. Schaeffer (11.11%), railroad foreman; Carl L. Schaeffer (11.11%), carpenter; George D. Pursell (8.33%) and Lily S. Pursell (8.33%).

Mansfield, Ohio — Mansfield Broacasting Corp. granted 1570 kc, 250 w D. Group is wholly-owned by Frederick Eckhardt, radio technician for State of Ohio.

Versatile Big Ed

COLORADO Gov. Ed Johnson, for many years chairman of the Senate Interstate and Foreign Commerce Committee, which oversees the FCC, made his debut last week as a movie "star." He flew to Durango, Colo., Thursday, where Universal International was on location filming "Night Passage" and played the role of a railroad section hand in an important sequence with James Stewart and Audie Murphy. In his earlier years, Gov. Johnson once worked as a section hand on the Burlington Railroad.

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Two days after graduating from Columbia University during the depression years, Mr. Norman began his first job at the Biow Company—at no salary! Working under the famous Kenneth Goode, he was up to $15 a week by year's end, and when he left the agency in 1942, he was supervisor of five accounts, in charge of new business and had five AEs for assistants.

Following a brief period with Duane Jones, two years in the Navy, and an ill-fated attempt to build an agency, he joined Wm. H. Weintraub & Co. In 1955, he joined with Daniel Kaplan and Gene Kummel to purchase the major stock and now operate the agency which billed an estimated $21,000,000 in 1955.

Comes Monday and the start of a new week—you can find most of the executives who are important to you in one important spot doing much the same thing: poring through their copies of Ad Age to see "what's doing." For complete, penetrating coverage of the week's happenings, for insights into major trends and developments—Ad Age is "damn near indispensable" not only to those who *activate*, but those who *influence* important market and media decisions.

At Norman, Craig & Kummel, for example, radio-tv billings accounted for nearly $6,000,000 of its $21,000,000 in 1955. This year, N.C.&K. is handling the $7,000,000 Democratic National Committee account ($5,000,000 in broadcast), as well as such outstanding regular broadcast advertisers as Hudson Pulp & Paper Co., G.H.P. Cigar Co., Seeman Brothers, Chanel Inc., etc.

Every week, 22 paid subscription copies of Ad Age get read, routed and discussed at N.D.&K. Heading the route slips are such key titles as *Manager, Media Dept.; Vice President & Secretary; Chairman of the Board; Vice President & Director of Research, Marketing & Media; Executive Assistant to Vice President of Radio & TV; Account Executives and others.*

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FCC PLANS REDUCTION IN TAX RELIEF

Commission says a more literal construction of Sec. 1071 of the Internal Revenue Code will apply to all station sales based on contracts entered into after Oct. 15.

THE FCC last week announced that it was narrowing its interpretation of those situations where it will issue tax relief certificates.

A more literal construction of Sec. 1071 of the Internal Revenue Code will apply to all station sales based on contracts entered into after Oct. 15, the Commission said.

Tax certificates under Sec. 1071 of the internal revenue regulations permit broadcasters who have had to sell one broadcast property in order to acquire another to put off payment of capital gains taxes—until the newly-acquired property is disposed of.

The provision came into being in 1943 when the FCC passed its duopoly rule forbidding single ownership in more than one radio station in the same market. This rule hit about 40 broadcasters who came under its provision —including such entrepreneurs as Buffalo Broadcasting Corp., licensee of both WGR and WKBW Buffalo, N. Y.; Gene T. Dyer, WSBC, WGES and WAIT Chicago; Ralph L. Atlass and family, WJJD Chicago and WIND, then Gary, Ind.; Crosley Corp., WLW and WSAI Cincinnati; Westinghouse Broadcasting Co., WOWO and WGL Fort Wayne, Ind.; Earle C. Anthony Inc., KFI and KECA Los Angeles; Scripps-Howard newspapers, WMC and WMPS Memphis, Tenn.; *Des Moines Register* and *Tribune*, KSO and KRNT Des Moines, Iowa; Arde Bulova, WOV and WNEW New York; *Portland Oregonian*, KGW and KGX Portland, Ore.; Wesley I. Dumm, KSFO San Francisco and KROW Oakland, Calif.; Fisher's Blend Station Inc., KOMO and KJR Seattle, Wash.; *Shreveport Times*, KWKH and KTBS Shreveport, La.; Louis Wasmer Inc., KGA and KHQ Spokane, Wash.; Spartanburg Advertising Co., WSPA and WORD Spartanburg, S. C., and J. Hale and John F. Steinman, WDEL and WILM Wilmington, Del.

The stricter requirements for issuance of tax certificates is due to the fact that the provision was established for those situations where a regulation of the Commission forced a broadcaster involuntarily to divest himself of one of his properties.

In recent years, the Commission pointed out. broadcasters who voluntarily undertook to sell one property in order to acquire another in order to stay within the FCC's rules have been requesting and have received such tax relief. In its most common form, tax relief has been requested by multiple owners who have had to dispose of a broadcast property when they acquired a new one in order to remain within the FCC's limitations on multiple ownership.

It is believed that there have been less than 12 tax certificates issued since the 1943 situation was taken care of.

In discussing its new policy, the Commission concluded by stating:

"Therefore, the Commission has determined that, in the future, the basic test to be applied in issuing tax certificates will be that the facility which was disposed of must have been lawful under the Commission's rules and policies when acquired, but have been disposed of because of a change in Commission policy or rule which made the retention of the facility inconsistent with such policy or rules."

The latest tax certificate was issued to Rollins Broadcasting Co. last month. This was to permit the Rollins group to secure the grant of what is now WIRI Indianapolis (5 kw daytime on 1590 kc). The Rollins-owned WRAD Radford, Va., was sold. Rollins also owns WAMS Wilmington, Del.; WJWL Georgetown, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill., and is an applicant for Philadelphia, Pa. (900 kc).

Edward Tait Named To Trade Commission

EDWARD T. TAIT, 36-year-old Pittsburgh attorney now serving on the staff of Sherman Adams, special assistant to President Eisenhower, was named to the Federal Trade Commission by the President last week. He succeeds Lowell B. Mason, whose term expired Sept. 25. The new appointee must be confirmed by the Senate.

Mr. Tait, appointed for a full seven year term running to 1963, was graduated from U. of Pittsburgh in 1942 and received his law degree from that school in 1949. He served as law clerk to Judge W. Heber Dithrich of Pennsylvania Superior Court, was associated with the Pittsburgh law firm of Kuntz, Fry & Meyer, and joined the Securities & Exchange Commission, where he became executive director prior to joining the White House staff in July 1955. Mr. Tait was a major in the Army during World War II. He was with the Eisenhower campaign train in 1952.

Mr. Mason, who has been the leader of a number of crusades (more lately calling for an all-out drive on radio-tv advertising excesses), was first appointed by President Truman in October 1945 and renamed for a full term in 1949.

FCC Gives Composite Week For Program Log Analyses

FCC announced last week that the following dates will constitute the composite week for preparation of program log analyses in connection with applications of all am, fm and tv stations whose licenses expire in 1957. Attention is directed to date of Dec. 4, 1955. All other dates are 1956.

Monday—Feb. 6, 1956.
Tuesday—March 13, 1956.
Wednesday—April 25, 1956.
Thursday—May 3, 1956.
Friday—Aug. 10, 1956.
Saturday—Sept. 15, 1956.
Sunday—Dec. 4, 1955.

The Commission also directed the attention of station licensees to Sec. IV, page 3, item 10, of the renewal application, which permits submission of any additional program data that the applicant desires to call to the Commission's attention, if, in the applicant's opinion, the statistics based on the composite week do not adequately reflect the program service rendered.

3 Translators for Kingman

THE NUMBER of newly-authorized translator stations increased to six last week as the FCC awarded construction permits for three new outlets. The grants went to Mohave County Board of Supervisors for chs. 70, 74 and 82 in Kingman, Ariz. KLRJ-TV Henderson, Nev., will be re-broadcast on ch. 70; KTVK-TV Phoenix on ch. 74, and KOOL-TV Phoenix on ch. 82.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Boston, Mass, ch. 5 (1-4-56); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

FTC Attorneys Object To CBS Intervention

FEDERAL Trade Commission attorneys have objected to the intervention of CBS in the FTC complaint against nine manufacturers whose products are sold in grocery stores. The FTC charges were made last July [B•T, July 30].

The FTC attorneys claim CBS has no standing as a party in the case.

CBS asked to become an active participant in the government suit against the nine manufacturers because its merchandising programs were under attack. The other networks, whose merchandising plans also were challenged indirectly by the FTC, have not yet filed notices of intervention. Their attitude, it is understood, is to assist the manufacturers against whom the FTC complaint was issued.

The FTC claimed that the manufacturers, all users of network merchandising plans, gave grocery chains promotional allowances which they did not offer to other retail customers. The defendant manufacturers, it was charged, used merchandising plans of ABC, CBS and NBC, which granted them special in-store displays in large chains of grocery stores in New York and Chicago through tie-in arrangements with network-owned stations in those cities. This constituted discrimination and a violation of the Robinson-Patman Act, FTC charged.

CBS, in its petition to intervene, declared that the plan under attack had been devised and put into operation by itself and that CBS had not acted as an intermediary for anyone. The FTC complaint implied that the networks were intermediaries for the manufacturers. CBS included affidavits from Howard Lally, in charge of merchandising, WCBS New York; Richard P. Leutters, merchandising manager, WEEI Boston, and Charles Harley, merchandising manager, WBBM Chicago.

Requests that CBS be permitted to intervene were filed by two of the defendants: Piel Bros. and Hudson Pulp & Paper Co. Other defendants are Groveton Paper Co., Pepsi-Cola Co., Coca-Cola Bottling Co. (New York), Sunkist Growers, General Foods, Sunshine Biscuits and P. Lorillard.

The FTC also granted the defending manufacturers until late October to file their responses to the complaint.

FCC Initial Decisions Propose One Am Grant, One Denial

IN three am initial decisions issued last week, FCC hearing examiners recommended denial of one application for a new station in Mt. Pleasant, Iowa, grant of a new outlet in Shreveport, La., denial of a facilities change for KUIN Grants Pass, Ore., and approval of a power increase (from 1 to 5 kw) for KDSM El Dorado, Ark.

Examiner J. D. Bond recommended denial of an application by Henry County Broadcasting Co. seeking 1340 kc, 1 kw at Mt. Pleasant, Iowa. Mr. Bond noted that the applicant did not offer any evidence under the issues of the hearing and was held in default. Under the circumstances, denial of the application was the only conclusion that could be reached, the examiner said.

Examiner Thomas H. Donahue recommended that the FCC grant a new daytime station at Shreveport (1330 kc, 1 kw) to Twin-City Broadcasting Co. and also grant to KDSM El Dorado (1290 kc) a power boost from 1 to 5 kw. Mr. Donahue found that both proposals would bring a new and needed service to a considerable number of people, and although the proposals would cause mutual interference, such interference was slight and both parties had agreed to accept it.

Jay A. Kyle, assistant chief FCC hearing examiner, recommended denial of an application of KUIN Grants Pass, Ore., seeking a change from 1340 kc, 250 w to 1480 kc, 1 kw. Examiner Kyle found that the proposed change would result in nighttime interference to KWIZ Santa Ana and KYOS Merced, both Calif., with a net loss of nighttime service to 180,200 persons.

Magnuson Alters Aug. Letter On KOVR (TV) 'Straddling'

SEN Warren G. Magnuson (D-Wash.) has retreated a step in regard to his views communicated to the FCC last August in which he commented upon various moves the Commission has taken or contemplated taking in regard to the uhf and vhf situation [B•T, Sept. 24].

In the case of KOVR (TV) Stockton, Calif.—which has asked FCC for permission to relocate its Mt. Diablo transmitter—Sen. Magnuson had expressed fear that this was market straddling; that KOVR "having failed to penetrate the San Francisco market" was attempting to "invade" the Sacramento and Fresno markets.

This is not the case, Sen. Magnuson wrote FCC Chairman George C. McConnaughey Sept. 19. According to the information furnished him, the Senate Commerce Committee chairman said, KOVR's basic coverage in the Central Valley of California will be substantially the same from its proposed new site as it is from Mt. Diablo. The signal in Sacramento will be about the same as it is now, the senator said he was told, and there would be no coverage of Fresno even as there is none now. Therefore, the Washington senator said, this does not appear to be a case of market straddling.

"As I understood it," Sen. Magnuson wrote, "this station has found that its coverage of San Francisco in addition to its home markets has resulted in certain economic problems in connection with the pricing of film programming and similar matters. Apparently, these provide the reason for the proposed move, rather than the more common desire to tap the resources of a more attractive market." The senator concluded by expressing the hope that his "earlier misunderstanding of the facts" would not reflect on KOVR's pending application.

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Rounsaville Expansion Among FCC Approvals

EXPANSION of the Robert W. Rounsaville station group by addition of WIOK Tampa and WSOK Nashville headed a list of station ownership changes approved by the FCC last week. Despite winning approvals, the Rounsaville purchases and the sale of WLAQ Rome, Ga., drew some commissioners votes for 309(b) (McFarland) letters indicating the necessity of hearings.

Addition of WIOK and WSOK-WHCY (FM) boosts Rounsaville am interests to seven regional outlets, all in major markets. He also owns WQXI Atlanta, his headquarters station; WCIN Cincinnati; WLOU Louisville; WOBS Jacksonville, Fla.; and WMBM Miami Beach. He holds permits for WATL-TV Atlanta; WQXN-TV Cincinnati, and WQXL-TV Louisville.

Comrs. Robert T. Bartley and Richard A. Mack voted for a McFarland letter regarding possibilities of over concentration.

WIOK operates independently on 1150 kc with 1 kw daytime. WSOK, also independent, operates on 1470 kc with 1 kw daytime. Price for the two outlets was $540,000.

WLAQ was sold by Cary L. Graham to Mitchell Melof (business name Don Mitchell) for $50,000. The application for FCC approval for this sale was filed only one month after Mr. Graham's purchase of the station from the News Publishing Co. (*Rome News-Tribune*). At that time Mr. Graham paid $17,000 plus assuming certain debts and obligations of the station. Comr. Bartley thought this should be looked into.

Mr. Graham also owns WETO Gadsden, WANA Anniston and WPID Piedmont, Ala. Mr. Melof is former commercial manager of WGST Atlanta and before that was manager of WQXI in the same city. WLAQ—1410 kc, 1 kw—is affiliated with ABC.

FCC approval was stamped on the following deals without incident:

WBAT Marion, Ind.—Transfer of 100% control from John L. Ramp to Central Broadcasting Corp. for $140,000. Central Broadcasting is licensee of WKBV Richmond, Ind. CBS-affiliated WBAT operates on 1400 kc with 250 w.

WARE Ware, Mass.—Sold to Central Massachusetts Broadcasting Corp. for $100,000. Central Massachusetts principals are Bertram Roberts (45%), dentist; Sherwood J. Tarlow (40%), banker; Allan W. Roberts (10%), former employee at numerous am stations, and Joseph Kruger (5%), sales manager at WHIL Medford, Mass. WARE, affiliated with MBS, operates on 1250 kc with 1 kw daytime.

WBIW Bedford, Ind.—Sold by Radio Bedford Inc. to Joseph H. and Agnes I. McGillvra for $76,125. The McGillvras have an application pending at the FCC seeking authorization of a new am at Kingston, N. Y. WBIW—1240 kc, 250 w—is affiliated with MBS.

KWHN Fort Smith, Ark.—Transfer of control (52.5%) from Salome Nakdimen, administratrix of estate of Hiram S. Nakdimen, to M. Bershop, et. al., administrators of estate of A. F. Hoge, and Virginia B. Whiteside for $75,000. KWHN operates independently on 1320 kc with 5 kw.

WLEU Erie, Pa.—Sold by Commodore Perry Broadcasting Service to Joseph P. Wardlaw Jr. for $85,000. Mr. Wardlaw is former salesman for I. B. M. Corp. MBS-affiliated WLEU operates on 1450 kc with 250 w.

WJMA Orange, Va.—Transfer of control from O. B. Jones, et al, to Woodbury S. Ober, present minority stockholder who will own 65% interest. Purchase price is $18,375. Outlet, affiliated with MBS, operates on 1340 kc with 250 w.

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Opponents Admitted

THE FCC last week reversed Chief Hearing Examiner James D. Cunningham and decided that the National Community Television Assn. has the right to participate in the current hearing on the $250,000 sale of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both W. Va., to WSTV Inc. (WSTV-AM-FM-TV Steubenville-Wheeling area).

The Commission said that the results of the hearing, involving issues of purported overlap and concentration of control, may affect the interests of community tv systems and thus the association, representing the 400-odd community systems, should be permitted to participate.

The *Clarksburg Exponent* and *Telegram*, in objecting to the sale, claimed among other things that because WSTV-TV's signals were distributed to Clarksburg subscribers by a community tv system, there was overlap between Steubenville and the yet-to-begin Clarksburg tv stations. FCC regulations prohibit the same principal from owning more than one station in a market.

FILMS-FOR-TIME DEALS STUDIED BY FCC

Implications of such arrangements between packagers and stations studied by Commission staffers in affiliation contracts between NTA Film Network and broadcasters.

THOSE highly publicized film package-station time deals are getting the once-over at the FCC, it was learned last week.

Commission staffers have begun studying the implications of such arrangements as the affiliation contracts between broadcasters and the newly-organized National Telefilm Assoc. Film Network.

Inferentially it can be assumed that FCC personnel also are studying the meaning of the C&C Television Corp.-International Latex Corp. agreements with stations.

What the Commission attorneys are considering, it is understood, is whether these arrangements result in any abdication of responsibility by tv station licensees. The FCC has always insisted that the licensee must be able to refuse a program, an advertiser or a product. It has also been adamant that the broadcaster must be permitted to substitute a local program for a network program if he thinks it is in the public interest to do so.

They also wonder, it is understood, whether the various option time or free time arrangements between stations and film organizations involve violations of the chain broadcast regulations. These forbid a station to option more than three hours in each segment of the broadcast day. The FCC also eyes askance any imputations of time brokerage (where a station sells a block of time to a second party who in turn resells it in whole or in parts to third parties).

The FCC chain broadcast rules provide that no station may option more than three hours during any one of these segments: 8 a.m.-1 p.m.; 1-6 p.m.; 6-11 p.m.; 11 p.m.-8 a.m.

Could Exceed Time Limit

Should a network-affiliated tv outlet sign an affiliation agreement with the NTA Film Network involving option time, it was pointed out, the combined time liens may amount to more than three hours permitted in each segment.

The time brokerage question arises, it is understood, in the NTA Film Network contract which provides that some stations will receive 800 hours of film programming in return for giving up two hours to the network. The two hours will then be programmed and the sponsor secured by the network.

The NTA Film Network contracts are being studied most seriously at the present time, it was understood, because about 10 have already been submitted to the Commission.

There has been some opposition to filing such contracts with the FCC, it was determined, but it was pointed out by FCC attorneys they must be filed as a network affiliation contract or as a film contract involving time options. This is required by Sec. 1.342(a).

NTA's Ely Landau reported two weeks ago [B•T, Sept. 17] that 104 tv stations had signed affiliation contracts. In 64 major markets, the contracts provide that each affiliate turn over to the film network two hours of time which the network will program and sell to advertisers and for which it will compensate affiliates much in the same manner as is done regular networks. In addition, according to Mr. Landau, in 40 smaller markets contracts provide that the network will furnish 800 hours of film programming in return for two hours of time to the network. There will be no compensation involved, Mr. Landau said. The stations have cleared two hours for the network on Friday, Saturday and Sunday, ranging between 9:30 p.m. and midnight, it was reported.

These contracts are two-year agreements, running for 39 weeks per year, with a provision permitting the network to pre-empt option time on 30 days notice.

FCC's network rules prohibit affiliation contracts for more than two years, provide for 56 days notice of pre-emptions, and also contain sections restraining exclusive network arrangements, territorial exclusivity, and reserving to stations the right to reject programs.

The C&C Television-International Latax propositions [B•T, July 30] provide for the trading of C&C's library of former RKO features in return for time from stations, it has been reported. This time will be used by International Latex in a nationwide saturation campaign, according to these same reports.

$700,000 in Sales Reported For Gross-Krasne's 'O Henry'

GROSS-KRASNE INC., Hollywood has racked up a total of $700,000 in five weeks syndication sale of its *O Henry Playhouse* half hour tv anthology series, it was revealed last week in a joint announcement made by Jack Gross at the California studios and Philip N. Krasne in New York.

Mr. Krasne has left for Hamburg, Germany,

a new name

On October 1, 1956, the firm of station representatives in the field of Television, formerly titled Hoag-Blair Company becomes

BLAIR Television ASSOCIATES

Richard L. Foote, Executive Vice President & General Manager

REPRESENTING

KFYR-TV	Bismarck, N. D.	KBES-TV	Medford, Ore.
KIDO-TV	Boise, Idaho	WDBO-TV	Orlando, Fla.
KCRG-TV	Cedar Rapids, Iowa	WPTZ-TV	Plattsburgh, N. Y.
KFEL-TV	Denver, Colo.	KFEQ-TV	St. Joseph, Mo.
KIEM-TV	Eureka, Cal.	WSAV-TV	Savannah, Ga.
KFBB-TV	Great Falls, Mont.	WCTV	Tallahassee, Fla.
KRCG-TV	Jefferson City, Mo.	KSYD-TV	Wichita Falls, Tex.

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to check the rough cut of the firm's recently completed feature picture, "Women and the Hunter."

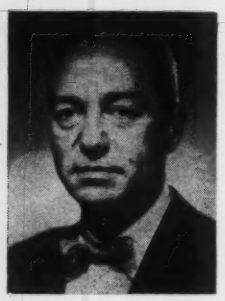
The *O Henry Playhouse*, starring Thomas Mitchell in the title role, has been sold to date for 21 markets according to the announcement. These are: Teleradio's purchase for stations in New York, Los Angeles, Boston, Memphis, Windsor-Detroit and West Palm Beach; BBD&O's contract for Pacific Gas and Electric for stations in San Francisco, Bakersfield, Fresno, Sacramento, Salinas, San Luis Obispo, Chico and Eureka, all Calif.

Other markets sold thus far are Denver, Houston, Miami, Jacksonville, Salt Lake, Albuquerque and Boise.

Messrs. Gross and Krasne, who only five weeks ago announced their intention of re-entering the tv syndication field, told B•T they now have five sales representatives in this phase of their operation. These are Mel Schlank, vice president in charge of sales; Robert Brahm, who heads the New York office; Irving Feld, headquartered in Chicago, Ed Simmel, covering the southern states, and Robert Hill, operating in the eleven western states.

NBC Subsidiary CNP Names Levitt As Vice President

ROBERT D. LEVITT, general manager of California National Productions Inc., has been elected vice president and general manager of the NBC subsidiary, President Alan W. Livingston announced last week. CNP encompasses NBC film production facilities for syndicated programs, NBC Television Films, NBC Theatrical Div. (NBC Opera Co.) and NBC Merchandising Div.



MR. LEVITT

Mr. Levitt joined CNP last July 2 from Screen Gems, tv subsidiary of Columbia Pictures Corp., where he was national sales director. Before that, he was publisher of *The American Weekly* and *Puck—The Comic Weekly*, both Hearst publications.

'Cochise' Sales Exceed $1 Million, NTA Reports

TOTAL gross billings on National Telefilms Assoc.'s *Sheriff of Cochise* tv film series has exceeded $1 million with latest sales in 18 additional markets, it was announced last week by Harold Goldman, NTA vice president in charge of sales. The series is set in 115 markets, according to Mr. Goldman.

The most recent sales of the series were to National Brewing Co., Baltimore, through W. B. Doner & Co., Baltimore, for 13 markets in the East and Southeast; Table Talk Pastry Co., Worcester, Mass., through the Reingold Co., Boston, for four New England markets, and WKY-TV Oklahoma City.

Webb Forms Production Firm

RICHARD WEBB, star of Screen Gems' *Captain Midnight* and *Jet Jackson* tv film series, has organized his own company, Webb Productions, in partnership with Screen Gems. Mr. Webb plans to launch his company with a new tv series, *Major Webb, Troubleshooter*, and produce, write and star in the series.

$3.5 MILLION PAID FOR 'LASSIE' RIGHTS

Wrather, Loeb purchase radio-tv rights and affiliated enterprises. Wrather expected to coordinate it in 'Long Ranger' operation.

IN a property transaction reported at $3.5 million, multiple station owner Jack D. Wrather Jr., in association with investment banker John L. Loeb of New York, last week purchased all rights to the *Lassie* tv film and radio program and its affiliated enterprises from Television Programs of America and Robert Maxwell Assoc.

Under terms of the agreement, the Wrather-Loeb combination will obtain the 65 *Lassie* films produced since 1954; the new series of 39 programs, which went into production at TPA's studios in Hollywood June 14, and all rights to the licensing program conducted by TPA calling for manufacture of such items as dog shampoos, dolls, toys, clothing, books and some 35 other products. TPA and Maxwell have owned *Lassie* since it began on tv two years ago.

Mr. Wrather bought the rights to the *Lone Ranger* program about two and a half years ago for an estimated $2.5 million. It is reported to be Mr. Wrather's plan to coordinate the management, operation and promotion of the *Lassie* program with that of the *Lone Ranger* enterprises, particularly in those areas of activities which involve merchandising and personal appearance tours. Under Mr. Wrather's management and ownership of *Lone Ranger*, the scope of activities in these fields has widened and during the past year an all-color film production based on the program, was released by Warner Bros. to theatres.

Those who participated in the negotiations on the property over the past few months were Mr. Wrather, Mr. Maxwell and Edward Small and Milton A. Gordon, board chairman and president, respectively, of TPA.

Mr. Wrather is part owner of KFMB-TV San Diego, KYAT (TV) Yuma, Ariz., WNEW New York, and sole owner of WJDW (TV) Boston. Mr. Loeb is senior partner of Carl M. Loeb, Rhoades & Co., New York investment bankers.

The *Lassie* program will continue on CBS-TV under the sponsorship of Campbell Soup Co. and in Canada for Colgate-Palmolive Co. Mr. Maxwell, who has been producing the series, will continue in that capacity under a separate employment arrangement.

Electronicam Showing Readied for Hollywood

AN UNVEILING for Hollywood of the new Allen B. DuMont Labs' Electronicam film system is scheduled to take place this week at Paramount Sunset Studios. The system was displayed several weeks ago in New York [B•T, Sept. 17, 3].

A trio of eastern executives from DuMont are in Hollywood to participate in the demonstration. The group includes Keeton Arnett, vice president; John Auld, operations manager in charge of the design and development of the unit; and Benjamin C. Bowker, public relations chief. DuMont's western manager, Ralph B. Austrian, also is taking part.

Described as a "team tool" designed to save time and production costs during filming, the electronicam system this week will be demonstrated as practical illustration to all branches of film production on how the system operates and accomplishes its purpose.

A complete cast of actors will be assembled on Stage 4 each evening of the week to participate in the demonstrations. They will work from a prepared script while director, cameramen and crew, functioning as a unit, will demonstate the system's advantages in speed, camera mobility lighting, time-cutting in rehearsals, in camera setups and in editing processes.

Electronicam as Hollywood will view it for the first time will include three Mitchell 35 mm cameras; all necessary electronic circuit and power supplies; control center with facilities for monitoring; a five-circuit intercommunication system; tele-transcription recording and control unit; supplemental monitors for production and technical personnel; and special editing equipment to speed editing processed in multiple-camera operation.

All this equipment is housed in two vehicles which may be readily transported from lot to lot, location to location, or set to set.

TPA Elects Wolfson

ELECTION of William M. Wolfson as treasurer of Television Programs of America, New York, was announced last week by Milton A. Gordon, president. His election as an officer of the company came five months after he joined TPA as controller. Previously, Mr. Wolfson had been manager of accounting and budget operations for NBC-TV Films and with the staff of S. E. Leisdorf & Co., New York, certified public accountants.

MR. WOLFSON

FILM PEOPLE

Philip Frank, formerly vice president in charge of sales, George Blake Enterprises, to Peter Elgar Productions, N. Y., as a partner and vice president.

Robert E. Galen, research director, ABC Film Syndication, to General Teleradio as research-promotion director of RKO Television. Mr. Galen, who will head up all market research and promotional sales activities for RKO Television's main New York offices and its 41 field representatives, reports to syndicate sales manager William Finkeldey.

MR. GALEN

Nathan S. (Nat) Rubin, former assistant research director, *Television* Magazine, to ABC Film Syndication Inc. as research manager. He succeeds **Robert E. Galen,** resigned to join RKO Teleradio Pictures in promotion-research capacity.

Cecil H. Surry, 49, animator at UPA Pictures Inc., Burbank, Calif., producer of tv and theatrical cartoon films and commercials, died a fortnight ago following a heart attack at work. He is survived by his wife and four children.

NARTB FALL MEETINGS REACH HALF MARK WITH CALIFORNIA, OKLAHOMA SESSIONS

Station management problems, numerous sidelight events draw attention at San Francisco conference, while FCC Comr. Robert E. Lee tells 200 delegates attending Oklahoma City meeting that Commission must 'make haste slowly' in long-range conversion to uhf.

TWO NARTB regional conferences, at San Francisco and Oklahoma City, wound up the first half of the association's fall series of station meetings as FCC officials joined broadcasters in a review of common problems.

More than 200 delegates at the Monday-Tuesday session in San Francisco went into station management problems, including prospects of another test case in Los Angeles on city taxation of radio-tv station gross income.

Comr. Robert E. Lee, of the FCC, told the Thursday banquet in Oklahoma City the Commission must "make haste slowly" in long-range conversion to uhf but still must act swiftly in individual deintermixing cases (see story, page 78). More than 200 delegates attended the Oklahoma City meeting.

Sidelight events not on the agenda at San Francisco drew nearly as much attention as the scheduled sessions. These included:

- Resolution by west coast affiliates of ABC to back fully, including financial support, NARTB's expanding public relations program to offset industry degradation attending multiple Congressional investigations and other current public criticism.
- Demonstration of pre-patent equipment developments by Mechron Inc., affiliate operation of KRON-TV San Francisco, which will permit automation of complex tv station switching operations as well as billing and logging. Effecting automation from sign-on through sign-off or for single station break, devices will eliminate human error and free technicians for pre-setting and supervising functions (story, page 89).
- Planning session between the Alliance of Television Film Producers and representatives of the NARTB television code review board looking toward making "affiliate subscriptions" to the tv code available to film producers and distributors.

FCC Comr. Rosel H. Hyde, addressing the Monday night banquet at the St. Francis Hotel, said he could think of no more serious blunder the Commission could make than "to permit large financial aggregates to acquire a dominant role in the television medium." He told broadcasters from California, Oregon, Washington, Arizona, Nevada, Guam and Hawaii that "a competitive television system is a bulwark against governmental interference."

Next year's Region 8 meeting will be held in Portland, Ore.

The Region 8 broadcasters went on record Tuesday with resolutions opposing the FCC's rule-making proposals to transfer all television to the uhf and urging all rating services to indicate on their reports any activity of a station "which violates the Standards of Practice in attempting to 'buy' audience."

NARTB President Harold E. Fellows outlined in more detail the association's expanding public relations program in an effort to meet the growing challenge and criticism stemming from Congressional investigations such as the Celler hearing now in progress in New York (story, page 50). He spoke at the Monday luncheon.

In his banquet address, Comr. Hyde warned that "to weaken the multiple ownership rules could weaken a fundamental bulwark of the American system of private broadcasting." FCC

TAKING PART in Monday's afternoon roundtable meetings at NARTB conference in San Francisco (l to r) seated, George Whitney, KFMB-AM-TV San Diego; William Pabst, KFRC San Francisco and NARTB host director; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Thad H. Brown Jr., NARTB Washington; standing, Lew Avery, Avery-Knodel Inc., New York; Phil Lasky, KPIX (TV) San Francisco; Gil Patridge, KROW Oakland; Joe Drilling, KJEO (TV) Fresno, Calif., and William Warren, KOMO-AM-TV Seattle.

Brews a winner

Blatz Beer, number one seller in beer-wise Milwaukee, finds televised sports shows on WXIX keep sales hopping in this important market. Toasting WXIX's ability to draw customers, E. S. Jaques, Blatz Advertising Manager, says: "There is no question in our mind that the power and frequency of our television advertising on WXIX has been important in helping Blatz hold a strong grip on first place, as the largest-selling beer in Milwaukee." To add yeast to *your* sales, advertise on WXIX ... a premium buy at low cost.

WXIX

CBS Owned • Channel 19 • Milwaukee
Represented by CBS Television Spot Sales

COMPATIBILITY of radio-tv is evidenced in this group at the St. Francis Hotel during NARTB conference in San Francisco. L to r: William Smullin, KIEM-TV Eureka, Calif.; Robert Reynolds, KMPC Los Angeles and KSFO San Francisco; Tom Bostic, KIMA-AM-TV Yakima, Wash.; Richard Brown, KPOJ Portland, Ore.

now limits tv station ownership to five vhf and two uhf stations for a single corporate entity or individual.

Comr. Hyde pointed out that typically the multiple station owner does not add to the number of tv stations in the U. S., "rather, he acquires an existing one. Permitting such large financial interests to become dominant would not be in the public interest and would not be in the interest of the industry itself, for inevitably the day of reckoning would come."

He noted, "I suspect it would come rapidly for the legislature is very keenly aware of developments in the television medium."

The Commission is going through the same cycle with television as it did in radio, the veteran FCC member said, in trying to find a solution to the allocations problem so that the new medium can have enough operating stations adequately to serve national and local needs, large and small communities, urban and rural population. Also like radio, he added, FCC is reviewing the network structure in tv to determine whether it is reasonably competitive.

In this connection, he explained, FCC's multiple ownership policies must be considered in the context "of promoting competition and preventing monopoly and must square with licensing policies which stress the individual local broadcaster."

Comr. Hyde said he did not mean to suggest that any reputable element of business should be precluded from getting in the broadcast business. "The service has been enriched by the ideas and viewpoints contributed by participants from many walks of life, including education, the clergy, the professions and many businesses," he said.

Following the theme of his earlier talks before regional conferences a fortnight ago in Minneapolis and Salt Lake City [B•T, Sept. 24], NARTB President Fellows warned delegates of the "constant and mounting barrage of criticism of our industry, much of it engendered by an articulate minority. Yet these minorities can and do establish attitudes in the public mind." He called upon broadcasters to be prepared "to counter prejudice where it exists and to place our case before the public."

The NARTB president's expanded public relations program received a big boost from the Sunday meeting of the western affiliates of ABC. In a motion spearheaded by John C. Cohan, KSBW-AM-TV Salinas-Monterey, Calif., and supported by Otto Brandt and Walter Wagstaff, KING-AM-TV Seattle and KGW-TV Portland, Ore., the ABC affiliates resolved to give extensive financial assistance in any program to counter attacks on broadcasting rising especially out of current congressional investigations.

Joe Drilling, KJEO (TV) Fresno, Calif., was chairman of the ABC meeting. Resolution copies were sent to ABC President Robert Kintner and Vice President Ernest Lee Jahncke Jr.

William D. Pabst, general manager of KFRC San Francisco and NARTB District 15 radio director, was host for the conference, assisted by district directors Robert O. Reynolds, vice president-general manager of KMPC Los Angeles; Richard M. Brown, general manager of KPOJ Portland, Ore., Harold P. See, general manager of KRON-TV San Francisco, and C. Howard Lane, managing director, KOIN-TV Portland.

At the morning session Monday, a closed discussion on radio station administrative problems was conducted by John F. Meagher, NARTB vice president for radio. FCC District 12 engineer Francis Sloan participated.

During Monday's luncheon meeting, addressed by President Fellows, two broadcasters debated the proposed amendment to NARTB's by-laws to restore directors-at-large on the board. Charles Hamilton, KFI Los Angeles, spoke in behalf of the amendment and cited the additional representation opportunities possible which would bring enlarged viewpoints to the board. But Richard M. Brown, KPOJ Portland, felt the extra expense didn't justify the extra directors. He said nine out of 10 members couldn't identify directors-at-large.

In a discussion of the television code, G. Richard Shafto, WIS-TV Columbia, S. C., and chairman of the NARTB Code Review Board,

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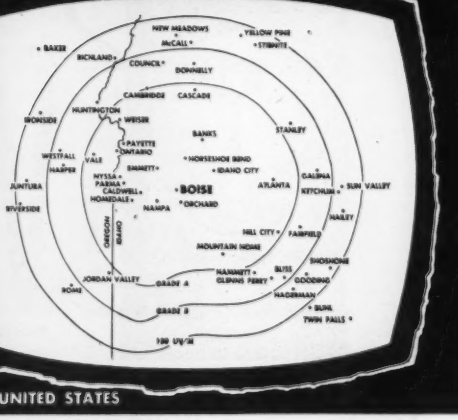
KIDO-TV channel 7
MAXIMUM POWER!

- IDAHO'S MOST POWERFUL TV STATION!
- HIGHEST TV ANTENNA IN THE NORTHWEST!
- BIGGER COVERAGE!
- BETTER PICTURE!
- BETTER SERVICE FOR SOUTHWESTERN IDAHO AND EASTERN OREGON!



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said that stations subscribing to the code which find it impossible to comply should drop out until such time as they can conform.

He felt this as the fair way so that those who do adhere to the code will not be placed in jeopardy by those who do not. Those who display the code seal and live up to it, he said, are entitled to the resulting good will of the audience.

Halsey Barrett, Television Bureau of Advertising, told the Monday afternoon tv meeting that of the $13.5 billion total advertising expenditure predicted by 1960, television can expect to get about 22% "but we will have to work for it." Tv today accounts for 11% of the total $10 billion spent, he said, and TvB is seeking to broaden the base of those not now in tv advertising. Among these he cited Hunt Foods, Fullerton, Calif., and Hershey Chocolate Co., Hershey, Pa., "which is losing brand identification among the younger generation."

He also reported that the New York Stock Exchange is planning to test television in two markets for 13 weeks. Purpose is to study effective means for member firms to promote expansion of the stock ownership base among the public. Howard Abrahams, director of TvB's retail sales department, explained progress in tapping the retail field.

The small market roundtable, under the chairmanship of L. W. Trommlitz, KERG Eugene, Ore., was so successful in probing all facets of station operation and sales problems that the group held an adjourned meeting Tuesday morning to wrap up the broadcasters' questions.

Large market operators, attending the roundtable under the chairmanship of Bill Baxley, KABC Los Angeles, reported significant uptrends in national business during the last 18 months but were outspoken in their attacks on program rating services.

At a Tuesday morning closed meeting, Thad Brown, NARTB television vice president, reported on Washington affairs while Charles H. Tower, NARTB manager of employer-employe relations, discussed labor problems. Colin M. Selph, president of KEYT (TV) Santa Barbara, Calif., covered sales problems facing tv management in today's market.

Tuesday's luncheon meeting saw passage of several resolutions reported by Committee Chairman Calvin J. Smith, KFAC Los Angeles, including one requesting Region 8 members to "urge all rating services to indicate on their reports any activity of the station during a rating period which violates the standards of practice in attempting to 'buy' audience." Others thanked Comr. Hyde, host directors and the St. Francis Hotel for their contributions to the conference.

The last resolution submitted opposed FCC's rule-making proposal to transfer all tv channels to the uhf. It said that "because of the rough nature of the terrain and the great distances between population centers in the Pacific Coast area, it has been found that adequate free television service cannot be furnished without the use of vhf television" and added that "the elimination of vhf from this area would be contrary to the public interest in that it would deprive many persons of existing free television services and other persons of their only real chance for future free television."

Morrie Webster, KNX Los Angeles, and Frank Crane, Southern California Broadcasters Assn., reported at the Tuesday afternoon joint radio-tv session that Los Angeles once again is considering the applicability of its business tax on gross income to radio-tv stations and that a test case may be in prospect which all municipalities in the West will watch closely. Two previous attempts have been successfully blocked, Los Angeles broadcasters recalled. If applied this time, the rate would be 1% of gross and might go as high as 4%, it was noted, although there is considerable question as to whether national business could be included.

Mr. Webster said there is some likelihood that the business tax at least might be applied to income stations receive from making of recordings, renting of studios for rehearsal or

TALKING over ABC progress in Pacific Northwest, including debut of KGW-TV Portland, Ore., Dec. 17, are these broadcasters attending NARTB conference in San Francisco. L to r: Briggs Baugh, ABC Station Relations, New York; Otto Brandt, vice president and general manager, KING-TV Seattle, and Walter Wagstaff, station manager of KGW-TV, owned 62% by KING Broadcasting Co.

While the judges hand out blue ribbons for prize cakes, steers, and grain at the **KANSAS STATE FAIR**, TV viewers are pinning the blue ribbon on ***KTVH*** once again for local programming in the public interest.

During the six days of Fair activity, ***KTVH*** is telecasting all local shows live from Television City on the Fair Grounds in Hutchinson. Their on-the-spot audience and the folks at home count on this basic **CBS** station for strong network programming, as well as for shows of *intense local interest.*

To sell in this rich Kansas market, buy ***KTVH*** with unduplicated **CBS-TV** coverage, reinforced by local-impact programming.

KTVH
KANSAS

VHF
CBS BASIC

CHANNEL 12

Represented Nationally by H-R Television, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita. Howard O. Peterson, *General Manager.*

other activities of an associated nature.

Dick Rawls, KPHO-AM-TV Phoenix, reported stations in Arizona have been "negotiating" with officials about implementation of an overlooked 1935 tax law for several years and may eventually have to pay 1% of local gross.

Robert L. Pratt, KGGF Coffeyville, Kan., opened the Oklahoma City meeting Thursday, with Mr. Meagher presiding at the station administration forum. The luncheon debate on at-large directorships, held following President Fellow's talk, was led by Richman Lewin, KTRE Lufkin, Tex., for the affirmative, with George H. Clinton, WPAR Parkersburg, W. Va., a board member opposing restoration of at-large directors.

George W. Marti, KCLE Cleburne, Tex., presided at the small market station roundtable. Frank S. Lane, KRMG Tulsa, presided at the large market session. Norman Cash, vice president, and Howard Abrahams, retail sales director, appeared on behalf of Television Bureau of Advertising, presenting the sales promotion clinic. Mrs. Hugh McClung, KHSL-TV Chico, Calif., member of the NARTB Tv Code Review Board, and Mr. Bronson, spoke on the tv code.

Roy Bacus, WBAP-TV Fort Worth, presided at Friday morning's tv sales session. Mr. Wasilewski and Mr. Tower joined Mr. Fellows in the Friday afternoon session.

Vadeboncoeur to Head New York Broadcasters

E. R. VADEBONCOEUR of WSYR-AM-TV Syracuse was elected president of the New York State Broadcasters Assn. at a meeting in Syracuse last Monday. He succeeds Michael R. Hanna, WHCU-AM-TV Ithaca, who did not seek re-election. All other officers were re-elected.

In an informal discussion a majority of the group expressed concern over the inability of broadcasters, as well as of Broadcast Music Inc. officials, to get their side—and that of BMI—into the record in the House Antitrust Subcommittee hearings which have been in progress for the past three weeks (also see page 50). They expressed "amazement" that the subcommittee seemingly would neither "seek nor allow" evidence that would refute charges against BMI operations. For their own part, spokemen reported, their stations play considerably more ASCAP than BMI music.

Mr. Hanna, in a report as retiring president, urged broadcasters individually to take more active leadership in community affiairs through "an alert editorial policy" on matters of interest at all levels from local to national and international. Broadcasters are capable of exerting greater influence than they realize, he asserted, adding that they have just as much right and ability as anyone to evaluate political candidates, for instance. They should take their place alongside newspapers and magazines in exerting leadership, he maintained.

Officers re-elected were Bill Doerr, WEBR Buffalo, first vice president; Gordon Gray, WOR-AM-TV New York, second vice president; George Dunham, WNBF-AM-TV Binghamton, treasurer, and Elliott Stewart, WIBX Utica, secretary. Four new directors elected were Robert Hanna, WGY and WRGB (TV) Schenectady; Albert Spokes, WEAV Plattsburg; Sam Digges, WCBS-TV New York, and Glover Delaney, WHEC-AM-TV Rochester.

Principal speaker at the association's luncheon was State Commerce Comr. Edward Dickinson, who expressed appreciation for the assistance given him by broadcasters, particularly through the advisory committee which they have established to work with his department.

PROCEED WITH CAUTION ON UHF, SAYS LEE

FCC Comr. tells NARTB Oklahoma City regional meeting that FCC must guard against "any premature attempt to force the viewing public to accept inferior service . . ."

FCC Comr. Robert E. Lee called for a continuation of the FCC's uhf policy of moving carefully toward the uhf band and "expeditious action on selective deintermixture cases" in an address to the NARTB regional meeting in Oklahoma City.

Comr. Lee voiced confidence that in a reasonably short time engineers will overcome the tchnical difficulties which have retarded the growth of uhf service. But until these improvements have been demonstrated in actual practice and not on the drawing board, he said, the FCC must proceed carefully and "give proper consideration to the many and complex questions posed in such important long-range planning."

"Any premature attempt to force the viewing public to accept inferior service at substantially increased cost, or deprive large areas of any service at all, would, in all probability, jeopardize what we can do on an interim basis," he said.

The commissioner said that although the people have every right to expect prompt action, he wished to emphasize the importance of "due process" in these matters. In many cases, he pointed out, it is not merely private parties involved but whole communities and areas will be competing with each other for an equitable share of facilities. "I believe it is highly important that these communities be given a full and fair opportunity to present their cases," he said.

Comr. Lee said he believed the Commission meeting on Sept. 20 with industry representatives to plan a crash research and development program for ascertaining the full practical capabilities of uhf "established the basis for close cooperation between the Commission and all branches of the industry."

This cooperation, he continued, "will pave the way for the development of a long-range, progressive program and an equitable solution of this allocations problem."

At the Sept. 20 meeting, he reported, a Television Allocations Research Committee (TARC) was proposed as was a non-profit research corporation. Since each has advantages and shortcomings, he proposed a combination of both entailing the organization of a corporation called Industry Television Research Foundation Inc. to function through a TARC type of committee.

He listed the following advantages offered by the combined corporate-committee form:

- 1. Establishment of a legal entity which has limited liability and perpetuity.
- 2. Corporate form is more in keeping with modern business practice.
- 3. It is capable of receiving gifts and grants, can dispense the same and is on equal status with all other business enterprises.
- 4. It is all inclusive as contrasted with the exclusive committee form, and will furnish a vehicle through which all interested parties can participate.
- 5. The main office and administrative staff of this corporation could be located in Washington, D. C., so as to provide close liaison with the Commission and interested parties; it could prepare, edit and disseminate all material relating to current research progress to interested parties; and it could coordinate the work of all committees and carry on all other corporate functions necessary for a successful business enterprise.

The commissioner said he had hoped additional vhf channels could be obtained from other government users of frequency space, but when this turned out to be impractical, he concurred in the necessity to determine whether uhf can do the job and whether the 70 uhf channels will be sufficiently comparable with the 12 vhf channels so as to better encourage a national competitive service.

Comr. Lee said he would never vote for large scale use of uhf until its engineering and technical success has been assured. He added that the FCC is not "putting all our eggs in the uhf basket" and he called for "further research and development in the vhf to provide better public service now and to have this alternative ready in case it is needed."

In addition to the long-range research on uhf, Mr. Lee said the Commission will continue the interim remedy of deintermixing selected markets and "otherwise shifting channels, not only to give uhf areas a better break but also to provide more vhf stations into other areas."

Tracing the "phenomenal growth" of am radio broadcasting, Mr. Lee said it was accomplished "in the old American free enterprise way . . . and penalties for bad judgment and business failure were accepted with no attempt to hide behind the skirts of government regulation."

No Aids for Radio

He noted that am radio required no "crash program" technique to develop and that it was not necessary to reduce the power and coverage of clear channel stations to build up the advertising value of low-power local stations. Large numbers of local outlets found the competition too rough, he recalled, and fell by the economic wayside, while others succeeded in developing programs which the public wanted and advertising outlets which the producer needed to move his goods."

He observed that perhaps the natural course of events will see a similar trend in tv, but that in the meantime, "we must do what we can to preserve the uhf spectrum."

He conceded the possibility that tv is suffering from a different type of growing pains than those experienced by am, "although the disparity in power and coverage among the am categories is far greater by comparison than that found between vhf and uhf." On the other hand, he added, am did not have serious conversion problems now primarily responsible for disparity in tv.

Since am and tv are both entirely dependent on advertising under our system, "we must be careful not to kill the goose that lays the golden egg," he said. He noted that competition among the various media is still very keen and said any increase in the rates of one medium without a corresponding increase in others would imediately be reflected in a loss of advertising.

He concluded with an appeal for the understanding and cooperation of the industry. "That the industry can be depended upon to do its share," he said "is exemplified in its close relationship with the Commission in helping to bring television to new areas, in working with hundreds of local committees which deal with television interference problems at the grass roots level, and in rendering advice and comment on the problems of other radio service."

FRANK FORD JR. HEADS LA. ASSN.

KENT Shreveport general manager elected president at broadcasters' fall meeting in that city. Agency, advertiser and representative speakers on hand for session.

AGENCY advertiser and representative speakers joined broadcasters last Monday and Tuesday at the fall meeting of Louisiana Assn. of Broadcasters, held at Shreveport. Frank Ford Jr., KENT Shreveport, was elected president succeeding Robert Earle, WIBR Baton Rouge.

MR. FORD

Other officers elected were B. Hillman Bailey Jr., KNOC Natchitoches, radio vice president; Tom Gibbens, WAFB-TV Baton Rouge, tv vice president, and Gene Jones, KSLO Opelousas, treasurer. Elected to the board were John Chauvin, KEUN Eunice; H. F. Wehrman, WTPS New Orleans; Paul Goldman, KNOE-TV Monroe; Si Willing, KTLD Tallulah; Tom Pears, KVOL Lafayette; W. L. Switzer, KRMD Shreveport; Kelly Maddox, WJBO Baton Rouge, and Mr. Earle.

Dwight M. Martin, board chairman of WAFB-TV Baton Rouge, in a discussion of film-buying problems, pointed to the danger of depreciating the value of its air time through barter deals. He added that stations may load up with large quantities of film and not be in a position to take advantage of the "more recent vintage" that comes on the market later. He noted that some 8,000 feature films were on the market prior to 1956, with 2,500 features released to tv this year. The 1956 releases include 770 by MGM, offered in bulk, and 754 Warner Bros. features offered in groups of 58.

"We should bear in mind that in the vaults of the major Hollywood studios there are still between 6,000 and 7,000 features, not yet offered to television, a substantial portion of which are of more recent origin than those now on the market," Mr. Martin said. "I wouldn't be surprised if the bulk of these will be on the market in one to three years. When they are released, it may well be said of the station still amortizing, either in money or time, the cost of a quantity purchase of older films, that it is caught with its old prints showing." He said he was not deprecating bulk film purchases.

The Continental Divide Station
TV4

PROGRAM SERVICES

Transoceanic Cable Opened to England

THE WORLD'S first tranoceanic telephone cable system was inaugurated last Tuesday—with both NBC and the British Broadcasting Corp. employing the new facilities for radio program transmissions on the opening day.

The cable was viewed as opening the way not only for more reliable voice broadcasts to and from Europe, but for transatlantic exchange of live musical programs. The shortwave service generally employed for radio programming between the two continents provides generally satisfactory voice transmission, but atmospheric interference and fading make it impractical for regular orchestral programs.

The prospect of a cable—not this one—that will permit exchange of television programs between the two continents also was held out as a possibility, but that is some years away. American Telephone & Telegraph Board Chairman Cleo F. Craig, whose company is half-owner of the new cable system, noted that plans for a second cable are under way and said the possibility of equipping it for tv has been considered but as yet is still in the "laboratory stage." The bandwidth of the new cable opened last week is only a fraction of that required for tv.

The cable, which can carry 36 different telephone conversations simultaneously, offers a "one-circuit" service for radio programming that is somewhat under the quality provided by the Class A lines used by networks in the U. S. This service, providing a range from 200 to 3,400 cycles per second, is available for radio use at a rate starting at $40 for the first 10 minutes, which is the minimum usage for radio.

In addition, AT&T filed tariffs with FCC last week for a higher quality service, effective immediately [CLOSED CIRCUIT, Sept. 24]. This wideband service uses the equivalent of two circuits and provides a range of from 100 to 6,000 cycles per second—somewhat better than Class A lines in the U. S., whose range is from 100 to 5,000 cycles.

Rates for this wideband cable service start at $80 for the first ten minutes. The comparable figure for Class A line service between New York and Los Angeles would be around $60 for ten minutes, a figure derived from rates for "occasional" rather than regular usage since AT&T spokesmen pointed out that differences in usage provisions make exact comparisons difficult if not impossible.

NBC was the first American network user of the cable, piping its regular daily news report from the NBC news bureau in London to the U. S. starting at 3:45 p.m. EDT. This program, transmitted via the "one-circuit" service, was transcribed in New York and on regularly scheduled news shows that afternoon and evening. BBC also used the cable two times on opening day to feed programs from the U. S. to London, the first at 3:50 p.m. CBS used it on Wednesday, at 7:58-8:08 a.m., to feed from London to New York.

NBC, in announcing its first use of the cable, did not indicate plans for extensive regular use. "The cable provides an insurance for the overseas news reports and will be available for use when the short-wave reception is interrupted or faulty," NBC's announcement said.

The cable was officially inaugurated by Mr. Craig, who spoke from New York in a telephone conversation shortly after 11 a.m. with Dr. Charles Hill, head of the British Post Office, who was in London.

FCC Chairman George C. McConnaughey

ROUNDUP A BIG-MARKET HERD OF 194,080 TV SETS IN RICH WEST TEXAS WITH ONE ECONOMICAL "YES" TO THE K-DUB STATIONS' COMBINATION.
XXX PRODUCT
K-DUB stations
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
CBS
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

was on hand to participate in the New York ceremonies, as was Frederick R. Kappel, AT&T's new president.

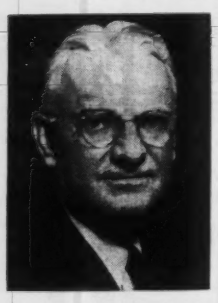
Joining in the conversation, Mr. McConnaughey told London that "this is a major step forward in telephone progress." The ceremonies also linked New York and London with Ottawa.

The 2,250-mile cable system was under construction for more than two years. It cost $42,000,000. AT&T owns 50%; the British Post Office 41%, and Canadian Overseas Telecommunication Corp. 9%. The deep-sea portion was laid under the supervision of AT&T's Long Lines Dept. Bell Labs engineers and scientists designed and tested the system, which is capable of handling about three times the traffic now transmitted between this continent and Great Britain by radiotelephone.

Cost of a three-minute telephone call between Great Britain and any U. S. point is $12 during weekdays and $9 on Sundays and evenings, plus 10% Federal excise tax.

Alfred Francis Harrison, UP Veteran, Dies at 72

ALFRED FRANCIS HARRISON, 72, with the United Press for more than 30 years and the guiding hand in the establishment of the UP radio wire service, died last Wednesday at the home of his daughter, Mrs. Florence Curly, in Hickory, N. C. He retired from the UP Washington office two years ago after suffering a stroke.



MR. HARRISON

A native of Indianapolis, Mr. Harrison started his career as a telegrapher and worked for a number of newspapers prior to joining UP in 1914 as a Morse operator. He became a UP salesman in 1918 and four years later was named UP general sales manager in New York.

He left UP in 1924 to join the John H. Perry interests and later the Consolidated Press Assn. While with CPA, Mr. Harrison was credited with selling the first news report to a radio station—WBZ Boston. He returned to UP in 1933 and a year later, as assistant to UP President Karl Bickel, set up the Washington City News Service.

Mr. Harrison became UP radio news sales manager in 1935 when the news service opened its radio wire to 14 station clients. Ten years later, the service had grown to include 560 stations in every state and the District of Columbia. In 1945, Mr. Harrison returned to Washington as special representative of the UP.

Besides Mrs. Curly, he is survived by his wife, Frances Irene, and another daughter, Mrs. Frances Jund, Washington. Funeral services were held Saturday at St. Aloysious Catholic Church, with burial in the Catawba Memorial Cemetery, Hickory.

Democrats Retain TNT

THE Democratic National Committee has retained Theatre Network Television Inc., New York, to arrange a 50-plus city hook-up to be used for a closed-circuit "joint dinner table" fund raising drive Oct. 20. TNT handled a similar project for the Republican National Committee during that organization's "Salute to Ike" box-lunch fund raising campaign earlier this year.

RADIO-TV EXPECTS KICK IN THE WALLET FROM UPCOMING POLITICAL PRE-EMPTIONS

Varied methods planned to offset necessity of rebates to advertiser. B•T knocks on a few doors along agency row to sample their attitudes.

RADIO and television industry can expect to "lose" an estimated $10 million on the political campaigns and elections this year as a result of concessions being made to advertisers whose time is being pre-empted by campaigners.

Further findings of a special B•T study indicate that station representatives stand to suffer as much as a three to five % loss in income this year as a consequence of the election displacements. The overall figure is expected to approximate $1.2 million.

The networks, which have already reported approximately $3 million deficit on their convention coverage, appear destined to take another header of from $2 to $5 million on "out of pocket" reparations to advertisers in cases where commercials cannot logically be re-run at a later date. In such instances the networks are understood to be absorbing the costs.

For the most part, the losses that stations take—aside from the intangible loss marked up to "general dislocation of schedules"—are those that occur when a network political broadcast preempts local and national spot advertising, because the station's return from network programming is considerably less than what it gets from national spot and local advertising.

Meanwhile the advertising agencies are shaping the forms of compensation they will ask of stations where commercial programs and spots have to give way to political broadcasts. The compensations generally break down into the following categories:

(1) *Make-goods* in which the station or network redeems the advertiser's pre-empted time with equally good time at another period.

(2) *Extension of contract,* wherein the advertiser will, in effect, fill out his lost time after the normal expiration of his contract with the station.

(3) *Credit,* which is outright rebate to the advertiser of the cost of his pre-empted time.

A spot check by B•T showed the following approaches toward reparations by representative advertising agencies:

Jim Luce, association media director at J. Walter Thompson Co., New York, reported that "the political campaign problems were not unanticipated by advertisers and the agency, and wherever possible contracts are being extended." In fact the extension clause was written into most contracts placed by the agency this year.

On the other hand, Ted Bates Inc., New York, reportedly has asked for "credit" for its advertisers' pre-empted time.

Hope Martinez, timebuyer for such accounts as American Tobacco Co., Lever Bros. and Campbell Soup at BBDO, New York, said that "if the stations can offer the same quality make-good, we usually accept. If not, we'll take credit. We very seldom extend the contract." Among her clients, Miss Martinez estimates that 65% of the time will be "credited" and 35% "make-good."

Another agency, McCann-Erickson, New York, is accepting "make-goods" in most cases and "extending contracts" in others.

In arriving at their estimate of a $10 million loss from the elections, station men pointed directly at the "credit" factor and the fact that most political broadcasts are placed on a national basis with a consequent reduction in return as compared to the local rates they would customarily get on locally sold programming.

The stations get approximately 30% of their published card rate from the networks.

At the same time they were not unmindful of the indirect, but no less real, losses suffered from application of the "make-good" and "extension of contract" principles.

As one broadcaster, put it: "We're dealing in time; and no matter how you stretch it, there are only so many hours in a broadcasting day. Once you've compromised good time, you can only make it up at the expense of other good time. And, of course, with us time is money."

Station representatives attributed a good measure of their "loss" to the radical increase in their cost of doing business resulting from the pressures of insistent negotiation and long distance communication.

"For just one thing," explained one representative, "we've run up staggering telephone, TWX and telegraph bills since this election business got under way."

IKE CHARITY TALK SPARKS TIME ISSUE

CBS holds up acceptance of President's message pending assurances that other nominees won't ask equal time. ABC, MBS and NBC go ahead and schedule talk.

ISSUE of equal time for political candidates flared last week as CBS held off on a definite commitment to carry a talk by President Eisenhower on behalf of the United Community Funds and Councils of America set for yesterday (Sunday) until assurances were given that equivalent time would not be sought by other Presidential nominees.

Though NBC, ABC and Mutual had decided by last Thursday to schedule the three-minute film and recorded talk, CBS was still in the process of obtaining clearances from other candidates that equal time would not be sought. Originally, CBS announced last Tuesday it would not carry the talk because the FCC had advised the network that it would be obligated to provide free time to all qualified Presidential candidates.

The FCC letter, signed by Sec. Mary Jane Morris, pointed out that the equal-time provision of the Communications Act (Sec. 315) contains "no exception" with respect to public service broadcasts. The Commission said "it would appear, therefore," that the Community Funds appeal would be a "use" of network facilities under Sec. 315, obligating the network to make available "equal opportunity to other legally qualified candidates for the same office."

CBS reconsidered its position on Thursday after receiving a telegram from Democratic Presidential candidate Adlai E. Stevenson. Mr. Stevenson said that "in this instance" he would "gladly relinquish the right to ask for equal time" because "it is traditional for the President of the United States to open this important fund-raising campaign." (Similar wires from

Mr. Stevenson were sent to the other networks.) CBS thereupon sent telegrams to the Presidential candidates of 13 parties, asking if they would similarly relinquish any claim to time, and reported that it would carry Mr. Eisenhower's talk on radio and television if such assurances were forthcoming.

Meanwhile, other networks arranged to carry the talk yesterday as follows (EDT): ABC Radio, 7:35 p.m.; ABC-TV, 7:30 p.m.; Mutual 9 p.m.; NBC-TV on *Steve Allen Show* (8-9 p.m.); NBC Radio, on *Monitor* between 3:40 and 4 p.m. CBS reportedly was the only network to ask the FCC for guidance on the issue.

The groups to which CBS sent telegrams asking whether they would follow Mr. Stevenson's example and relinquish any claim to time were: Socialist Labor Party, Socialist Workers Party, Socialist Party, Prohibitionist Party, Independent Electors of South Carolina, State Rights Party of Louisiana, Kentucky States Rights Party, American Constitution Party of Iowa, Texas Constitution Party, Conservative Party, Greenback Party, an Independent State of Presidential Electors in Alabama and the New Jersey American Third Party.

CBS, in the past [B•T, Nov. 3, 1952] has pointed out difficulties that can arise out of interpretations of Sec. 315 and has suggested revisions of the section. This same equal-time dilemma arose in 1952 when Mr. Stevenson, then governor of Illinois and official Democratic Presidential candidate, was slated to give an address opening the Illinois State Fair. In a letter to WBBM Chicago (CBS), the FCC stressed that Sec. 315 contained no exception with respect to broadcasts by legally qualified candidates carried "in the public interest" or as a "public service," and that coverage of the State Fair speech would obligate the broadcaster to make available equal facilities for other qualified Presidential candidates.

DEMOS SCORED BEST IN CONVENTIONS

Nielsen reports estimate 21 million U. S. families listened to some part of Chicago sessions. Republican convention's comparable figure was 15.6 million families.

A. C. NIELSEN Co. reported last week that an estimated 21 million American families listened to some part of the Democratic convention in Chicago on radio for an average of 6 hours and 1 minute per home, while about 15.6 million families, with an average of 3 hours and 23 minutes per home, heard some portion of the Republican convention in San Francisco.

These were the highlights of Nielsen data:

• Daily audiences ranged from 6.5 million to 13 million homes, averaging 10.2 million a day for Democrats and 8.2 million for the Republicans and pointing up that the Democrats were in session during daytime and evening. The Republican convention lasted four days and the Democratic five.

• The peak radio audiences to individual half hours were reached in early afternoon at or near the 4 million home level on the opening day of each convention, reflecting "living habits as well as the fact that broadcast audiences were divided between radio and tv."

• The half hour evening peaks were "nearly equally strong" with 3.6 million for the Democrats on Tuesday at 9:30 p.m. and 3.8 million for the Republicans on Wednesday at 9:30 p.m.

$1 MILLION PLUS INVOLVED IN FOUR SALES

FOUR station properties were sold last week, with the selling prices aggregating over $1 million. Involved were two tv outlets. All the sales are subject to FCC approval.

Marking its third television property, and second uhf station, the Steinman-owned WGAL Inc. bought WRAK-AM-FM-TV Williamsport, Pa., for $125,000.

The Berkman-Laux WSTV Inc. (WSTV-AM-FM-TV Steubenville-Wheeling, Ohio-W. Va.) bought KSWM-AM-TV Joplin, Mo., for $760,000—marking its second purchase within 13 months. WSTV Inc.'s purchase of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both West Virginia, is in hearing.

A group in which former Houston Mayor Roy Hofheinz is a principal bought KRIS Corpus Christi, Tex., for $225,000.

The Williamsport stations were sold by Margaretta T. Steele and George E. Joy and associates. WRAK operates on 1400 kc with 250 w and is NBC-affiliated. The fm station utilizes 100.3 mc with 3.2 kw output. The ch. 36 outlet, scheduled to begin operation this month, received its grant in 1952. Sale of these stations had been optioned by WGBI Scranton, Pa., but WRAK was released from this agreement last August.

Balance sheet as of July 31 for WRAK Inc., filed with the transfer application, showed total assets of $125,328, liquid assets of $40,516, and fixed assets of $75,303. Liabilities totaled $5,744, capital surplus $1,311 and earned surplus $79,273. WRAK Inc.'s tangible property as of Dec. 31, 1955, was valued in replacement terms at $143,000.

J. Hale and John F. Steinman and family own WGAL-AM-FM-TV Lancaster, WEST-AM-FM Easton, WLEV-TV Bethlehem, WORK York, WKBO Harrisburg and WRAW Reading, all Pennsylvania, and WDEL-AM-FM Wilmington, Del. They also own the *Lancaster Intelligencer-Journal* and *New Era*. Clair R. McCollough is in charge of the Steinman radio-tv properties.

FCC approval of the acquisition of the Williamsport properties would give the Steinman group the maximum seven am stations, four fm and a third tv. The Steinmans also owned WDEL-TV at one time but sold it to Paul F. Harron (WIBG Philadelphia) for $3.7 million in early 1955.

WGAL Inc. balance sheet as of July 31 showed total assets of $1,867,129, with current assets amounting to $869,710. Current liabilities were listed at $397,054; capital surplus $22,874 and earned surplus $874,225. WGAL Inc. had a net income after taxes of $288,423 in 1954 and of $337,086 in 1955.

The Joplin outlets are principally owned by Austin A. Harrison, who will remain as a consultant for six months at $2,500 per month. KSWM operates on 1230 kc with 250 w and is CBS-affiliated. The ch. 12 tv station, also a CBS affiliate, licensed to Air Time, Inc., began operating in September 1954.

Balance sheet of Air Time Inc., as of Aug. 31 showed total assets of $329,189, with current assets of $110,094. Current liabilities totaled $39,757; long term debt $3,000; paid-in surplus $76,000 and earned surplus $13,865.

Principals of WSTV Inc. (Jack Berkman-John J. Laux and others) also own WPIT Pittsburgh, WBMS Boston and WFPG Atlantic City.

The WSTV Inc. balance sheet as of Aug. 31, filed with the application for FCC approval, showed total assets of $1,113,530, with current

assets amounting to $202,017. Current liabilities were listed at $298,214, with earned surplus to Jan. 1 given as $285,108 and profit from Jan. 1 to Aug. 31 listed as $113,140. WSTV Inc. lost $45,031 in 1954, but its net income after federal taxes was $80,405 in 1955.

The sale agreement calls for cash payment of $300,000 plus payment of the remaining $460,000 over six years. A loan of $200,000 has been arranged with the First National Bank of Steubenville, running for five years at 4%.

The Corpus Christi sale involves only the 30-year-old, NBC-affiliated KRIS, operating on 1360 kc with 1 kw. Ch. 6 KRIS-TV, also NBC affiliated, is not involved in the sale and will remain in the ownership of T. Frank Smith and family.

Buyers of the Corpus Christi am include W. B. Bates, Frank W. Michaux as well as Mr. Hofheinz and others, all of whom have interests in KTHT Houston. Mr. Hofheinz, 25% owner of KTHT, owns 16% of KTRK-TV Houston (ch. 13) and 75% of applicant for 860 kc at San Antonio.

Gulf Coast Broadcasting Co. (licensee of KRIS-AM-TV) balance sheet as of July 31 showed total assets of $336,761, of which $74,071 were current assets; current liabilities $18,882, capital surplus $60,685 and earned surplus $243,035.

Also filed at the FCC last week was the application for approval of the transfer of WLAY Muscle Shoals, Ala. (1450 kc, 250 w), from M. C. Gregory to Mr. and Mrs. Michael R. Freeland for $85,000. Transaction was negotiated by Paul H. Chapman Co., Atlanta. Mr. Freeland is a partner in WFWL Camden, Tenn., and formerly held controlling interest in WKTM Mayfield, Ky., and WHDM McKenzie, Tenn. WLAY balance sheet as of July 31 showed total assets of $112,916, of which $13,738 were current assets; current liabilities $15,734 and a deficit of $41,228.

Staff Appointments Made For KOBY San Francisco

THE STAFF for KOBY San Francisco, scheduled to go on the air Oct. 8, was announced last week by David M. Segal, president-general manager of Mid-America Broadcasters Inc., which owns the station.

Bill E. Brown, former manager of Mid-America's KLEE Ottumwa, Iowa, will serve as both station manager and sales manager. Salesmen include Wallace Brazeal and John McRae.

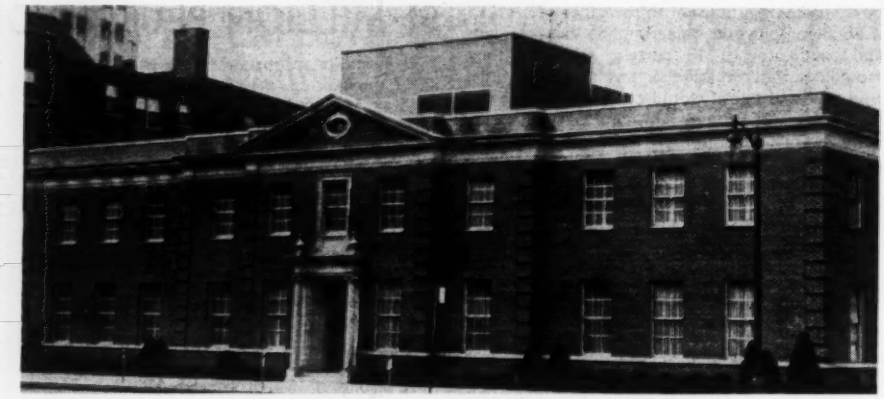
Sam Blessing and Jim Price, moving to KOBY from Mid-America's KOSI Denver; Ted Randall, from Mid-America's WGVM Greenville, Miss.; and Rod Stevens, veteran California disc jockey, are members of the announcing staff.

Ted Porter, from KLEE, is chief engineer, and chief of transmitter operation is Veikko K. West.

Mr. Segal will supervise the KOBY operation. Forjoe & Co. is national representative and the Clyde Melville Co. will handle Dallas business.

Landsberg Leaves $35,000

KLAUS LANDSBERG, former vice president of Paramount Television Productions and general manager of KTLA (TV) Los Angeles, who died Sept. 16, left an estate of more than $35,000, his will has shown. The estate will be divided equally among his widow, a son by a former marriage and an unborn child. He also had a $15,000 insurance policy benefiting his son and parents and a $10,000 policy for his widow.



This is WJBK-AM-TV's new studio, office building in Detroit

WJBK-AM-TV Dedicates Its New Studios, Offices

THE FIRST live camera color pickup in Michigan television history highlighted the dedication program a fortnight ago for the new studios and offices of WJBK-AM-TV Detroit.

MR. STORER

The colorcast showed the sealing of a microfilm of Detroit memorabilia into a "time capsule" to be reopened in 25 years. Taking part were Michigan Gov. G. Mennen Williams, Detroit Mayor Albert E. Cobo and George B. Storer, president of Storer Broadcasting Co., which owns WJBK-AM-TV.

A "Parade of Progress," featuring 86 floats, marching units, and cars was another feature. The hour-long dedication was simulcast by the radio and tv station.

Bill Michaels, Storer vice president, is managing director of WJBK-TV, and Harry R. Lipson, also a Storer vice president, is managing director of WJBK.

MR. LIPSON

MR. MICHAELS

WBUF (TV) Power Increase Effected on Allen's Program

WBUF (TV) Buffalo, N. Y., planned to increase its power yesterday (Sunday) to 500 kw, Charles C. Bevis Jr., general manager for the NBC-owned ch. 17 station announced. The power boost will be effected by a switch flipped in New York on the network *Steve Allen Show* (Sunday, 8-9 p.m., EDT).

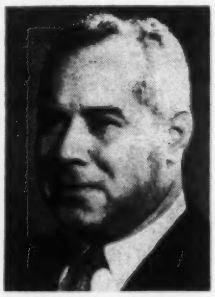
Charles C. Bevis Jr., general manager of WBUF, said the power increase is part of a long-range plan that will result in a power rise to 1,000 kw and ultimately to 5,000 kw, the maximum permitted under present FCC regulations. Mr. Bevis was scheduled to appear on the station yesterday on a special program, *Stand By For Higher Power*, which was designed to acquaint WBUF's viewers with the many advantages expected to be realized from the power rise in the station's present coverage area and with the extension of service to a larger area in numerous communities surrounding Buffalo.

Stars National Inc. Opens New Office in Chicago

STARS NATIONAL Inc., radio-tv station representative, has opened a new Chicago office at 35 E. Wacker Dr., Chicago 1, Ill. Telephone is Central 6-2135 and office manager is Alan Bress.

Willis K. Freiert Appointed WBAL-TV Assistant Mgr.

WILLIS K. (BUD) FREIERT has been appointed assistant station manager for WBAL-TV Baltimore, it was announced last week by Leslie H. Peard, vice president and station manager. Mr. Freiert also will continue in his present post as the station's sales manager.



MR. FREIERT

"Mr. Freiert brings to his new position a wide and varied background in both radio and tv, having served in sales, programming and other executive positions," said Mr. Peard.

WJIM-TV to Boost Rates

WJIM-TV Lansing, Mich., plans a rate increase Nov. 1 with the addition of Class AA time, according to Harold F. Gross, president. The Class AA hour will sell for $1,000, with one minute and 20 second spots bringing $200. Class A hour will be $900; Class B, $700, and Class C, $450. The station's highest hourly rate is now $800.

News Commentator Godwin Dies Following Long Illness

FUNERAL SERVICES were held last Wednesday for Earl Godwin, 75, Washington news commentator who died in his sleep Sept. 24 at his Rehobeth Beach, Del., summer home. He had been forced by a heart ailment to discontinue his WRC Washington newscasts last May and recently had been hospitalized.

A native Washingtonian, born on the site of the present Supreme Court Bldg., Mr. Godwin entered newspaper work on the *Passaic* (N. J.) *Herald*, drawing a $3 weekly salary. He returned to Washington in 1908, working for the *Star* and the old *Times*. He entered radio in the mid-30s after having been interviewed on the air and soon had a five-weekly newscast. He appeared on the old NBC Blue network and later ABC.

Surviving are his wife, the former Elizabeth Cromelin, and four children by a prior marriage. Interment was in Arlington National Cemetery.

KXLF-TV Butte, Mont., Target Date This Month

KXLF-TV Butte, Mont., will go on the air on ch. 4 about the end of October, it was announced last week. The outlet's assignment on ch. 6, where it has been operating since Aug. 1953, was changed to ch. 4 last July by the FCC to prevent threatened co-channel interference between KXLF-TV and KSEI-TV Pocatello, Idaho, ch. 6 [B•T, July 23].

Also announced by KXLF-TV last week was arrival of its new RCA transmitter. The new equipment is being installed as part of the station's power boost to 64.6 kw. The ABC-NBC affiliated outlet will use an antenna 1,890 ft. above average terrain.

Smith Named C-C Board Head

PAUL C. SMITH, president and editor-in-chief, Crowell-Collier Publishing Co., has been elected to the additional post of board chairman. He fills the vacancy created in July 1955 by the resignation of Clarence E. Stouch. C-C owns KFWB Los Angeles and has a contract to purchase the Bitner stations (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, Mich., WTCN-AM-TV Minneapolis-St. Paul and WFDF Flint, Mich.).

WSAI Goes Independent

WSAI Cincinnati, an ABC affiliate since the days when it was the old Blue Network of NBC, went on an independent basis, yesterday (Sunday). In making the announcement, Sherwood R. Gordon, president-general manager, said that WSAI has been carrying a "bare handful of network programs for many months."

The Continental Divide Station
TV4

CHANGE in the name of Hoag-Blair Co., national representative of tv stations, to Blair Television Assoc. becomes effective today (Monday). Discussing logotype for the company's new name are John Blair (r), president of Blair Television Assoc., and Richard Foote, vice president-general manager. The change follows the resignation (Sept. 14) of Robert B. Hoag as president of Hoag-Blair.

WGN-AM-TV Elects Quaal Vice President

ELECTION of Ward L. Quaal as vice president of WGN Inc., anticipated since last Aug. 1 when he became general manager of WGN-AM-TV Chicago, was announced last week.

MR. QUAAL

J. Howard Wood, president of WGN Inc., made the announcement after a meeting of its board of directors. Mr. Quaal resigned last June as vice president and assistant general manager of Crosley Broadcasting Corp. [B•T, June 11] and Aug. 1 formally assumed managerial reins of the *Chicago Tribune* radio-tv properties, succeeding Frank P. Schreiber, who resigned as vice president and general manager.

Mr. Quaal is a member of the NARTB Tv Board and president of Quality Radio Group.

WGN Inc. last week also announced the addition of Wally Phillips and Bob Bell, comedy team, to its talent roster and the new *Wally Phillips Show* on WGN-AM-TV. Both were associated with the Crosley stations (WLW and WLWT [TV]) in Cincinnati and previously with other outlets.

WTMJ-TV Milwaukee Plans Increased Color Operation

PLANS for increased color activity at WTMJ-TV Milwaukee were announced last week by Walter J. Damm, vice president-general manager of the Journal Co., licensee.

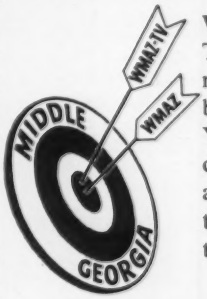
New facilities, which Mr. Damm said would enable the station to broadcast three times as many programs in color, include doubling of the station's color studio floor space and the addition of two more color cameras, bringing the total to three. Oct. 28 is the date set for the changeover of all local live programs to color. Mr. Damm said that the station would then be broadcasting an average of 15 hours a week of local shows in color.

EXPANDING!

$150 MILLION INVESTED IN NEW INDUSTRY IN METROPOLITAN MACON!

Manufacturers know a good thing when they see it . . . and the booming economy of Middle Georgia has attracted them in droves. In the center of this prospering area stands Metropolitan Macon, where retailers last year moved nearly $160 million worth of goods! Macon's sales growth tops all but three of the nation's top 25 markets—further proof that Macon is truly the *supermarket* of fast-expanding Middle Georgia.

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE



WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:
AVERY-KNODEL, INC.

WJOL Joliet, Ill., Installs Weather Forecasting Station

WJOL Joliet, Ill., has installed a complete weather forecasting station for airing of weather reports 48 times daily.

The station has received tremendous listener response to the innovation, according to Joseph F. Novy, president-general manager of Joliet Broadcasting Co.

Mr. Novy, who assumed ownership of the station in January 1955 with Jerry Cerny, vice president and station manager, also reported other developments at the station, including installation of a new "hi-fi" RCA transmitter and two Ampex "hi-fi" tape recording machines.

WKCR-FM to Begin Oct. 8

WKCR-FM New York, operating on 89.9 mc, will commence broadcast operations Oct. 8 under the direction of undergraduates of Columbia U. It will mark the first time since the college began broadcasting in 1941 that programs have been heard "off campus." Previously, WKCR, operating a closed-circuit am station, beamed programs only into dormitories and buildings of Columbia and its sister school, Barnard College.

Local Color for KRCA (TV)

EXTENSIVE alterations have begun to prepare KRCA (TV) Los Angeles for colorcasting local programs, it was announced Wednesday by Thomas C. McCray, vice president and general manager of the NBC-owned outlet. Studio F, which was the first studio built at the NBC Sunset & Vine location in Hollywood for the exclusive use of television, is being converted for the color operations. Target date for completion is Dec. 1.

KGUL-TV Studios Remodeled

EXTENSIVE remodeling of the studios of KGUL-TV Galveston, Tex., has been completed, including such features as a 50% increase in the size of the main studio, new lighting equipment and greater flexibility to permit more intricate programming.

The revamping also has provided additional space for public service and farm service departments, traffic and accounting departments and dressing rooms.

KNXT (TV) Ups Spot Rates

A RATE INCREASE on spot participations in KNXT (TV) Los Angeles programs becomes effective today (Mon.), it was announced by General Manager Clark B. George.

Participations in KNXT's *Charles Collingwood and the News, Stand Up and Be Counted,* and *Fare for Ladies* are increased from $175 to $210. Both of the station's daily movie presentations, *The Early Show* and *Big Hit Movies,* have participations increased to $350.

Green Offers New Service

KENNY A GREEN, president of Kenny Green Enterprises (KGE), Tulsa, has announced the addition of a representation division, specializing in national religious accounts, to his advertising agency. First client to contract for the new service was KHEN Henryetta, Okla., Mr. Green reported, while "many more have expressed their interest."

WTVH (TV) Power to 500 Kw

WTVH (TV) Peoria, Ill., increased its power to 500 kw Sept. 18 with the use of a new RCA 110 ft. antenna mounted atop a 550 ft. Dresser-Ideco tower. The ch. 19 outlet is affiliated with both ABC and CBS.

REPRESENTATIVE APPOINTMENTS

WAVZ New Haven appoints George P. Hollingbery Co. as national representative. WAVZ represented in New Haven by Kettell-Carter Inc.

KWDM Des Moines, Iowa, appoints Indie Sales Inc. as national representative.

D. Thomas Miller, account executive, CBS-TV Spot Sales, Chicago, transferred to N. Y. office, replacing **Lamont Thompson,** recently named general sales manager, WHCT (TV) Hartford, Conn.

Wilbur Fromm, advertising-promotion manager, NBC Spot Sales, father of boy, Michael Andrew, Sept. 18, in New York.

STATION PEOPLE

C. W. (Bill) Weaver, vice president, McLendon Investment Corp. and general manager, WRIT Milwaukee, named general manager, KTSA San Antonio, Tex.

Barry Tucker, general sales manager, KIDO-AM-TV Boise, Idaho, resigns effective Oct. 15. He will announce future plans at later date. His successor not yet named.

Reggie Martin, formerly owner and operator of stations in Stuart and Eustis, Fla., to retail advertising manager, WSPD Toledo, Ohio, handling local and Ohio sales.

C. D. (Duke) Tully named general manager of WDSM-TV Duluth, Minn. **Rod Quick,** general manager WDSM-TV to represent station in Minneapolis-St. Paul.

Sy and **Alfred Dresner** to WWHG-AM-FM Hornell, N. Y., as general manager and general counsel, respectively.

Ray McFadden, commercial manager, WTNJ Trenton, N. J., named general manager of station. **Ron Paleo** to chief announcer, WTNJ, replacing **Ken Kirklander,** leaving station for new post at WGLV (TV) Easton, Pa.

George Glavin, merchandising manager, Pacific National Adv. Agency, Seattle, to KTVW (TV) Seattle-Tacoma as general sales manager.

MR. GLAVIN

MR. MELTON

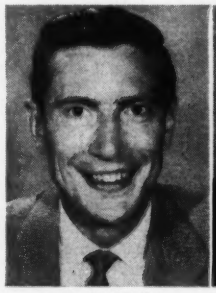
Orrin Melton, sales representative, KSOO Sioux Falls, S. D., named station's sales manager.

Arthur Harrison, former timebuyer on Block Drug Co. account which was transferred from Harry B. Cohen Adv., N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y. [B•T, Sept. 17] last week succeeded **George A. Bernstein** as sales manager of WLIB New York. Mr. Bernstein resigned to enter his own business.

John Hymes, KGO-TV San Francisco account executive, to head of research for KGO-AM-TV. **Robert H. Dodd,** KYA San Francisco sales staff, succeeds Mr. Hymes in KGO-TV sales.

Bud Doss, former sales manager of KELO-KDLO (TV) Sioux Falls, S. D., to sales staff of KTIV (TV) Sioux City, Iowa.

Tom Dargan, KING-TV Seattle program operations manager, to KGW-TV Portland, Ore., as program manager. KGW-TV has a December target date. **Bob Prins,** KING-TV public affairs director, succeeds Mr. Dargan at that station.



MR. DARGAN

MR. MacKENZIE

Charles W. MacKenzie, Curtis Publishing Co. sales manager for Michigan and Indiana, to WWJ-TV Detroit sales staff.

Nat A. Sibbold, assistant general sales manager, Closures Inc. (folding doors), to sales staff, WWJ-TV Detroit.

Wallace M. Bradley, announcer-director, WWLP (TV) Springfield, Mass., to assistant to General Manager William L. Putnam.

Gary Miller, network writer, to publicity director, WGTO Haines City, Fla.

William D. Gorman, sports reporter, *Junction City* (Kan.) *Daily Union,* appointed sports editor, KTVH (TV) Hutchinson, Kan.

Carl M. Lawton, WBZ-TV Boston film department, to film manager of KYW-TV Cleveland.

Robert Paris, account executive, WGAY Silver Spring, Md., to sales staff WWDC Washington, D. C., in similar capacity.

Adna Karns, formerly vice president and general manager, Air Trails Network, will produce a new Broadway comedy "Double In Hearts," in association with Paul Vroom, veteran Broadway manager-producer, and Barnard Straus. Play set to open on Broadway Oct. 16.

Charles Caldwell, WJPS Evansville, Ind., staff announcer, named station's program director. **Al McKelfresh,** WFIE Evansville announcer, to WJPS for daily *Music Unlimited* program.

Glenn D. Lockhart, program director, WPCK-WJDM (TV) Panama City, Fla., to program director of KAFY Bakersfield, Calif.

Sydney Byrnes, president and general manager of WADS Ansonia, Conn., father of girl, Bonni Faith, Sept. 22.

John H. Poole, president, KBIG Catalina, KBIF Fresno, both Calif.; father of sixth child, Angela Christina, born Sept. 16.

Patrick Harrington Jr., sales supervisor for children's programs, NBC-TV sales, N. Y., to WRCA-TV New York as account executive.

Len Morton, KNOR Norman, Okla., sports director, to KVOO-TV Tulsa to handle all sports shows on that station.

James A. Gilleland, WGBS Miami news staff, named news editor of station. Former News Editor **George Callison** to moderator of station's nightly discussion program.

Jack D. Poole replaces Thomas Pate as merchandising manager for KNX Los Angeles' *Housewives Protective League.*

George A. Rasmussen, WGR-TV Buffalo, N. Y., news writer, named news supervisor.

Joe Patrick to KFAB Omaha announcing staff and daily music and sports show.

Robert J. Ellsworth, formerly with WGTH-TV Hartford, Conn., to announcing staff of WTIC Hartford.

Chuck Bennett, formerly wth KNXT (TV) Los Angeles, to announcing staff of KDAY Santa Monica, Calif.

Leland Johnson and **Grant Nelson** named directors of KTRK-TV Houston. **Ken Morris** and **Phil Fraas** to assistant directors and **Bill Slater** named apprentice director.

William Givens, NBC Philadelphia, to sports and promotion director of WENY Elmira, N. Y.

Doree Crews, former singer, WMBR Jacksonville, Fla., to vocalist staff of WBBM Chicago.

Guy Cherney, singer, to KCBS San Francisco, for two daily 15-minute programs.

Fred Roberts, KBIF Fresno, Calif., disc jockey, winner of disc jockey mail pull contest conducted in central California by Edco Distributing Co., RCA representative.

F. C. Sowell, vice president and general manager, WLAC Nashville, Tenn., appointed member of 12-man National Advisory Council on Health Research Facilities.

Lester W. Lindow, vice president-general manager, Trebit Corp. (WFDF Flint, Mich.), appointed volunteer national fund vice chairman for 1957 Red Cross campaign.

Norman Kraeft, farm service supervisor, WGN-AM-TV Chicago, elected co-chairman of a State of Illinois Committee for improving farm-city relations (National Farm-City Week, Nov. 16-22).

Alene McKinney, music director and librarian, KBIG Catalina, Calif., has written song "That's the Way I Feel" recorded on Verve label.

Ed Ronnberg, studio supervisor, KHOL-TV Kearney, Neb., father of second son, Kevin Scott, Sept. 18.

MARVIN DIZACK, general manager of Clark Markets, signs a contract ordering more than 900 radio spots a month as part of his firm's new advertising and merchandising campaign. Stations being used are KFWB Los Angeles, KBIG Santa Catalina, KFOX Long Beach, and KXLA Pasadena. At the contract signing are M. B. Scott (l), president of M. B. Scott agency, Hollywood, and Pat Raymond, account executive for the agency.

Northwest Radio & Television School, Portland, Ore., announces following graduate appointments:
Walter C. Doan to KGVO-TV Missoula, Mont., as announcer; **Bennie Hatch** to KLUK Evanston, Wyo.; **Robert Lintner** to KOCS Ontario, Calif., as announcer; **Sprig Parrott** to KCOV Corvallis, Ore., as combo man; **Jim Skjelstad** to KOMB Cottage Grove, Ore., as announcer; **John P. Dennison** to WIBW-TV Topeka, Kan.; **Roy Gibson** to KFQD Anchorage, Alaska, as combo man; **Katherine Ogle** to KXLF-TV Butte, Mont., as assistant program director; **Elayne Sahley** to WTAP-TV Parkersburg, W. Va., as traffic director; **George Swartz** to KVIP-TV Redding, Calif., as film editor; **Peter Ryan** to KOMB Cottage Grove, Ore., as announcer-salesman; **Roger Wagner** to WMAL-TV, Washington D. C., as assistant director; **Christine Chadwell** to WRC-TV, Washington, D. C.; **Roger Thayer** to KINY-TV Juneau, Alaska, in general station work; **Robert Knodell** to KTKN Ketchikan, Alaska, as announcer; **Carlyle Decker** to KSL-TV Salt Lake City as cameraman; **Al Charf** to KBCH Ocean Lake, Ore., as announcer; **Jack Webb** to KTIL Tillamook, Ore., as station manager; **Elroy Cooper** to KOCO Salem, Ore., as chief engineer; **Kendall Burkhead** to KXLF-TV Butte, Mont. as film editor; **Roland Anderson** to KCIB-TV Minot, N. D., as cameraman; **Bruce Ruminski** to KVAL-TV Eugene, Ore; **Gary Henley** to KTEL, Walla Walla, Wash., as combo man; **Jerry Dennon** to KOIN-AM-TV Portland, Ore., as assistant promotion manager.

STATION SHORTS

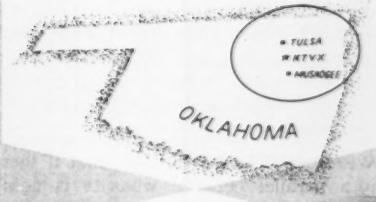
WOL-FM Washington has placed new transmitter in operation at West Falls Church, Va., increasing power of its present fm in Silver Spring, Md., from 10 to 20 kw.

WDBJ-AM-TV Roanoke, Va., now in new quarters at 201 Campbell Ave. Telephone: Roanoke 3-8031.

WGLV (TV) Easton, Pa., engineering department under direction of Chief Engineer Robert A. Francett, has constructed its own remote mobile unit with associated equipment.

Buy.. WCNX MIDDLETOWN, CONN.
500 W.
1150 KC
Pop. 75,000 Families 21,200
Total Buying income $132,304,000
Represented by Devney & Co.

NORTHEASTERN
OKLAHOMA IS OKLAHOMA'S
BIGGEST MARKET



Here's Why-
1-TULSA
Oklahoma's Second Largest City
Plus
2-MUSKOGEE
Oklahoma's Third Largest City
Equals
OKLAHOMA'S BIG $1,000,000,000 Market in the heart of the most populous area in the State.

KTVX

. . . with studios in both Tulsa and Muskogee, and transmitter half way between these two cities, gives you the coverage you need to reach the most people who have money to spend.

Ask your Avery-Knodel, Inc., Representative
Mike Shapiro, *Managing Director*
L. A. (Bud) Blust, *Manager*

TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

136,000 WATTS
TULSA • MUSKOGEE
Channel 8
KTVX

PLAYBACK

Quotes worth repeating

KILL OR CURE?

Editorial in the Wall Street Journal *Sept. 21, commenting on Assistant Attorney General Victor Hansen's testimony to the Celler antitrust subcommittee [B•T, Sept. 24, 17] that the Justice Dept. finds a "striking similarity" between the present tv networks and the "pattern of monopoly" found among movie producers in the Paramount case:*

WE would like to point out that if there is a parallel between what tv is doing today and what the eight movie producers were doing that caused the government to break them up, there may be some other parallels as a result.

The small, independent producers and theatre owners didn't like the way things were going and they thought that they might get the pick of the 500 movies Hollywood annually produced if the government banned producers from owning theatres. And if "block-booking" was also banned, the independents might get first run shows instead of having to wait until the producers who made the pictures showed them first in their own theatres. And eight years ago the government, to the glee of the independents, did exactly as they asked.

But things didn't turn out exactly as the government and the small independents hoped.

What happened was that the big producers no longer had theatres of their own to supply and that pressure was off. They began to cut back production, and the growth of tv made things even more difficult for both producers and exhibitors. Film output slipped about 40%, where it still is. The independents found that under the new system of having a right of access to first run shows they also had to bid for the first run shows. And the rental costs quite often exceeded the box-office take, even with the help of popcorn.

The way we hear it, a great many of the independents right now look on the old days of "monopoly" and block-booking with increasing nostalgia. Some of them are mighty sorry the government ever tried to cure whatever was wrong with the movie business; they'd much prefer the illness. After all, even with block-booking and the other evils, there were 500 shows around instead of today's 300.

Perhaps tv's future will parallel that result if the government is successful in acting against the networks for the same reasons it acted against the movie producers. And we don't see how it will help the customers if all that happens is a rerun, the same old dismal show where the government's hero turns out to be the government's villain.

FORBIDDING MATHEMATICS

Roger Pryor, vice president for radio and television at Foote, Cone & Belding, addressing the Fragrance Foundation in New York Sept. 20:

AT THE EXPENSE of being thought of as reactionary, I will, nevertheless, tell you that in my opinion color [tv] is something you need not seriously worry about for some time to come. To be sure, the networks, notably CBS and NBC, are investing millions of dollars in its furtherance. Even assuming part of the cost of color production, as an inducement to advertisers to launch their wares in color . . . Now don't misunderstand me, color is here and it will become increasingly popular . . . It's a mere case of mathematics. As of the end of this year, there probably will be from 350 to 400 black-and-white sets in the country to each color set. This being the case, color is still not important from the advertiser's standpoint and won't be until such time as there is a far greater percentage of people viewing color than may be expected to within the next year to 18 months.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

—PROFESSIONAL SERVICES—

Frank H. McIntosh Dissolves Firm of Consulting Engineers

DISSOLUTION of the Washington consulting engineering firm of Frank H. McIntosh & Assoc. was announced last week by Mr. McIntosh.

Mr. McIntosh formed the consulting firm after World War II, during which he served as asst. chief of the War Production Board's radio-radar division. He said he has decided to concentrate on manufacturing and research activities, relinquishing his broadcast consulting practice. Mr. McIntosh controls McIntosh Lab. Inc. and McIntosh Electronics Inc., Binghamton, N. Y., where the McIntosh amplifer and other high fidelity equipment is made. He also is the majority stockholder in McIntosh Music Inc., Washington, D. C. He will continue to accept consulting work, Mr. McIntosh said, but only those jobs which he himself can handle.

Members of the McIntosh consulting firm who have made their new associations public include Mrs. Elizabeth Dahlberg, who joins Lohnes & Culver, and James Croy, Thomas Luckett and Ambrose J. Cavegn to Kear & Kennedy.

Somson to Represent Talent

BERT SOMSON, executive vice president of WLW (Chicago) Promotions Inc. and head of the talent division since 1954, has announced he will enter the artist personal management field and engage in production of package shows for tv. All talent under Mr. Somson's management, as well as package shows, will be booked nationally by General Artists Corp. All package shows will be produced by Cova Productions, New York, of which Mr. Somson has been named executive vice president.

Smith to Open PR Office

HUGH A. SMITH has resigned as general manager of KXA Seattle, effective Oct. 1, to open his own office as a marketing and public relations consultant in the Tower Bldg., Seattle. He will continue as a vice president and consultant to KXA.

John Dubuque, KXA chief engineer who has been with the station 15 years, will become acting station manager.

PROFESSIONAL SERVICE PEOPLE

Jack Ryan, previously assistant public relations director at Zenith Radio Corp. and former press manager for NBC Central Div., to staff of Max Cooper & Assoc., Chicago publicity firm, as account executive and writer.

Lee Armentrout, former CBS producer, appointed director of Talent Inc., Chicago, succeeding **Mary G. Dooling,** founder of talent agency who resigned to enter personal management field.

James E. Jewell, head of Jewell Radio & Tv Productions, Chicago, re-elected president of Chicago Unlimited Inc., organization devoted to promotion of local talent and radio-tv network organizations. Also re-elected at CU's annual meeting: actress **Patti Wilkus,** secretary, and **Jack Russell,** head of talent agency bearing his name, treasurer. **Frank Atlass,** WBBM Chicago, elected vice president.

Don Cowell, president, Chicago Chapter of the Public Relations Society of America, to Communications Counselors, Chicago, as manager and account director. Communications Counselors is a McCann-Erickson subsidiary.

Denny Heads New NBC Overseas Operations

NBC last week established an international division, thus becoming the first U. S. broadcasting network to formalize its corporate activities overseas. The new division, to be known as NBC International Operations, with headquarters in New York, will be under the supervision of Charles R. Denny, executive vice president for operations, and will be directed by Alfred R. Stern in addition to his regular duties as vice president in charge of the NBC theatrical division of California National Productions. Mr. Stern will be on tour with NBC opera through Dec. 8.

Heading the European operations will be Romney Wheeler, NBC's London office manager and newscaster, who reports to Mr. Stern.

The new division will make all of NBC's facilities and experience in both local station and network operations available to commercial and non-commercial overseas tv stations. Stations outside the continental U. S. with which NBC has affiliation contracts include XEW-TV Mexico City, QMQ-TV Havana, WAPA-TV San Juan, P. R., KUAM-TV Agana, Guam, KONA (TV) Honolulu, KENI-TV Anchorage, Alaska, KFAR-TV Fairbanks, Alaska, KMVI-TV Wailuku, T. H., and YVKS (TV) Caracas, Venezuela.

In commenting on the formation of International Operations, NBC President Robert W. Sarnoff pointed to the network's "pioneering endeavors . . . throughout the world, dating back to the early days of radio," and said that the new division would "command a place of utmost importance in the network's future planning," because of NBC's "faith in the rapid advancement of international broadcasting during the next few years."

Mr. Stern joined NBC in January 1952 from associations with Universal Pictures Corp. and RKO-Pathe. In November 1953, he became assistant to Mr. Sarnoff, then executive assistant to Sylvester L. (Pat) Weaver. In 1955, Mr. Stern assumed additional duties as operations director for NBC Radio's *Monitor* and earlier this year, became a vice president of CNP.

Mr. Wheeler came to NBC in October 1950 following a 10-year stint with Associated Press in Europe and the U. S. Since then, he has been in charge of NBC news and special events as well as business operations in Great Britain.

Cohen, Masket Named To ABC's Legal Department

HAROLD D. COHEN, assistant to James A. Stabile, ABC vice president and general counsel, last week was named business affairs director of the network's legal department. Also named to the department: Edward S. Masket, transferred from American Broadcasting - Paramount Theatres Inc.

MR. COHEN

Before joining ABC in February this year, Mr. Cohen was with the William Morris Agency, Ashley-Steiner (packagers) and with the New York law firm of Hartment & Craven. Mr. Masket was in private practice before joining AB-PT (then United Paramount Theatres) several years ago.

strike up the band— it's the pigskin parade

rah-rah days and razzle-dazzle plays need the support of a booming band

cheer the teams on with the oom-pahs of a winning brass band, in the Spectacular Sound of Sesac Library's "B" Section, now available separately

send for prepaid audition discs

THE sesac TRANSCRIBED LIBRARY

(now available in sections)

THE COLISEUM TOWER ■ NEW YORK 19

Karl King Band

Roy W. Baker's National Symphonic Band

Robert A. Williams' All-American Band

324 selections from $7-$9 a month

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

THE ONE THEY LISTEN TO MOST...

...IS THE ONE TO BUY!

In Roanoke and Western Virginia—that's WDBJ!

your Peters, Griffin, Woodward "Colonel" has the whole wonderful story

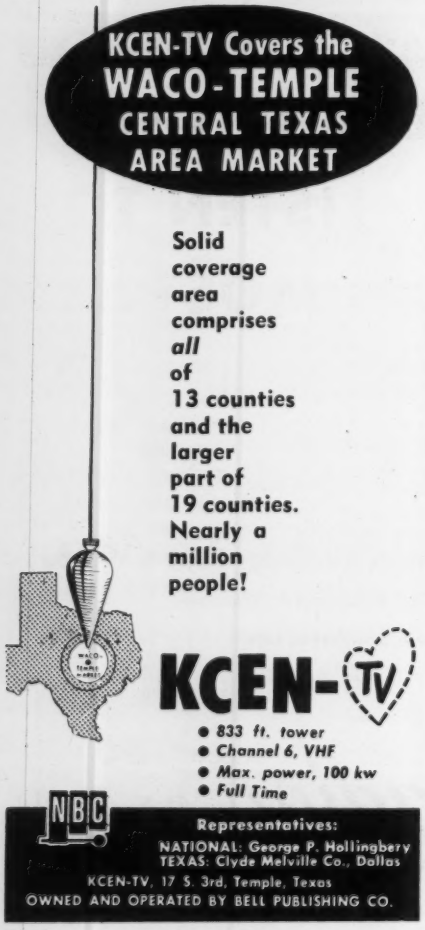
WDBJ CBS radio

AM 960 KC

FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives


KCEN-TV Covers the
WACO-TEMPLE
CENTRAL TEXAS
AREA MARKET
Solid coverage area comprises all of 13 counties and the larger part of 19 counties. Nearly a million people!
KCEN-TV
• 833 ft. tower
• Channel 6, VHF
• Max. power, 100 kw
• Full Time
NBC
Representatives:
NATIONAL: George P. Hollingbery
TEXAS: Clyde Melville Co., Dallas
KCEN-TV, 17 S. 3rd, Temple, Texas
OWNED AND OPERATED BY BELL PUBLISHING CO.

NBC-TV Will Drop 30 Min. Of Allen-Kovacs' 'Tonight'

NBC-TV will discontinue the last 30 minutes of its *Tonight* Monday-Friday program (11:30 p.m.-1 a.m. EDT) starting Oct. 29 to fashion what it calls a "tighter, fast-paced program." Beginning the end of this month, the program will be seen 11:30 p.m. to 12:30 a.m. EST, 11 p.m. to midnight CST, and 11:30 p.m. to 12:30 a.m. PST, with the latter two time zones receiving the program on a delayed basis. The program is not carried in the Mountain Standard Time zone.

Explaining the move, Richard L. Linkroum, executive producer of NBC-TV's participating programs, said the effect of originating *Tonight's* "full network commercial pattern one half-hour earlier than before will be an increase in audiences for full network advertisers." Mr. Linkroum said participations would be sold within an hour show instead of within specific half-hours as the case is now, and it also will permit an advertiser "to buy a partial network lineup of eastern only or central only."

Tonight, a potpourri of acts, stunts and amiable patter (by Steve Allen on Wednesday, Thursday and Friday and by Ernie Kovacs on Monday and Tuesday), joined the lineup of NBC-TV participating programs in September 1954. It has become an integral part of the network's *Today-Home-Tonight* (THT) sales pattern.

CBS-TV's Sat. Afternoon Bid: 3½-Hour 'Football Roundup'

CBS-TV will make a bid for the Saturday afternoon football audience starting Oct. 6 with *Football Roundup,* a three-and-a-half hour potpouri of predictions, film interviews, scores, weather reports, statistics, news capsules, and running commentary on the great American autumn pastime, with a horse race thrown in for good measure. The package, now being offered to sponsors, was described by CBS Sports Director Bill MacPhail as "the most complete coverage of the college football scene . . . the first studio sports show in tv's history . . . ever undertaken."

Behind the scenes of this 2-5:30 p.m. Saturday afternoon program will be wire service tickers, facsimile machines and a complete communications center designed to handle hundreds of phone calls from roving CBS reporters covering the more than 150 games throughout the country. "On set" will be a staff of no less than 45 people, spearheaded by Jack Drees and aided by sportscasters Chris Schenkel, Johnny Lujack, Kyle Rote, Herman Hickman, and Jim McKay. Another "star" of the show will be Datatron, electric "brain" that picked four bowl game winners last year. The "score" of the man-vs.-machine bouts will be posted regularly throughout the program, CBS said.

WKAT Adds ABC

WKAT Miami Beach, Fla. joins the line-up of ABC Radio stations today (Monday) following the signing last week of an affiliation agreement by WKAT President A. Frank Katzentine and ABC Radio Station Relations Director Edward J. DeGray. WKAT recently renewed its MBS affiliation for a two year period. WKAT is owned and operated by WKAT Inc., and operates with 5 kw daytime and 1 kw night on 1360 kc.

Just in Case . . .

PLANS were made last week to carry a playoff series on NBC-TV and Mutual, if the National League pennant race finished in a tie. The best-two-of-three game series was set to be carried on the networks in Brooklyn today (Monday), starting at 12:45 p.m. EDT, and continue in Milwaukee tomorrow (Tuesday) and, if necessary on Wednesday, beginning at 2:45 p.m. EDT. NBC-TV and Mutual will carry the World Series, starting Wednesday (or later, if a playoff is required.)

'Mama' May Be Revived

CBS-TV programming officials seemingly still remember *Mama,* the highly-successful 7-year series of domestic situation comedies starring Peggy Wood, for they were huddled last week with Carol Irwin, producer (and co-owner with CBS) of the package, discussing *Mama's* probable revival next January.

Though plans are still in what was called "the sketchy stage," it was reported the revived series, as against the previous live programs, would be filmed in advance. Negotiations are said to be underway with the original cast members: Miss Wood, Judson Laire, Dick Van Patten, Rosemary Rice and Robin Morgan.

General Foods Corp. sponsored the series on CBS-TV up to this summer. The program in January would be placed for late Sunday afternoon family viewing.

Coe Signs NBC-TV Contract

AWARD-WINNING NBC-TV staff producer Fred Coe has signed to a long-term contract with the network, Thomas A. McAvity, executive vice president in charge of NBC-TV programs and sales, announced last week. Mr. Coe, whose last regular assignment was Pontiac's *Playwrights '56,* is currently working on a number of program projects for NBC-TV.

WSRS Now Mutual Affiliate

WSRS Cleveland yesterday (Sunday) became a fulltime affiliate of the Mutual network, it was announced by Norman Bergholm, executive director. The station operates with 250 w on 1490 kc.

NETWORK PEOPLE

William K. Emerling, Chicago regional sales manager, Telemat, tv film commercial and animation firm, and former owner of Monogram-Chicago (now defunct), to ABC-TV network sales, Chicago, as account executive.

Norman Macdonnell, associate producer, CBS-TV *Gunsmoke* series, promoted to producer succeeding **Charles Marquis Warren,** assigned to network's *Playhouse 90.* Mr. Macdonnell also produces radio version of *Gunsmoke.*

Frederick N. Dodge, former (1951-1954) director of merchandising at NBC and since 1954 private management consultant, named editor and publisher of Fisherman Press, N. Y. Firm publishes consumer (*The Fisherman*) and trade (*Tackle Industry*) magazines.

Thomas Sarnoff, NBC director of tv production and business affairs and son of RCA Board Chairman David Sarnoff, father of boy, Daniel Jay, Sept. 20.

TV STUDIO AUTOMATION GEAR SHOWN

Mechron Inc., subsidiary of KRON-TV operators, shows two devices at NARTB meet. One will run station for complete 24 hours, the other for 90 seconds.

AUTOMATIC OPERATION of a tv station, including logging and billing functions, has become a practical reality, according to Mechron Inc., a subsidiary of the Chronical Pub. Co., operator of KRON-TV San Francisco. Mechron unveiled for invitational inspection during the NARTB Regional 8 conference in San Francisco last week (story page 75) the two equipment prototypes which it claims will make such automation possible.

Both devices are pre-production and pre-patent models, one designed to handle all switching processes for a 1½-minute period and the other to handle switching for an entire day from sign-on to sign-off. Each is pre-set for its various functions.

The machines were developed during the past two years, a project undertaken at the instigation of Harold P. See, general manager of KRON-TV. The development was under the supervision of J. L. Berryhill, KRON-TV chief engineer. Only the pre-production models exist at this time and no prices have been established, although plans are being made to produce them in quantity and to offer them for sale to all tv stations as well as other industries which can make use of time-switching devices.

Both Mechron and KRON-TV representatives emphasized that the new devices are designed to take the element of human error out of complex tv switching and related activities, freeing technical personnel for the task of more careful pre-setting of the equipment and supervision of its operation. It also was noted that the equipment would enable a small station staff to add extra hours to the on-air schedule by taking over the repetitious mechanical duties.

One of the machines is called the automatic broadcast program system and is capable of handling automatically all tv switching procedures for an entire day's schedule, Mr. Berryhill told B•T. It operates from a series of prepunched IBM tabulating cards and assures accurate, rapid switching for any time period, including two-second spot announcements, he said.

The system will switch both audio and video from live cameras, to film chain, to slide projector, to remote locations and to network in any sequence desired and for any pre-determined length of time for each of these originating points. It allows a film projector a short warm-up head start before cutting in the audio and video, he explained, and is flexible enough to permit last moment changes and manual changes.

One feature is an "unscheduled start" button. In cases of network participating programs where local spots are to run within the program, but the time cannot be determined in advance, the operator watches for his cutaway cue and then pushes the button. The system then performs the local spot and automatically returns to the network.

A more important aspect of the system, Mr. Berryhill explained, is that the punch cards facilitate logging and billing automation in addition to technical operation. The billing-logging phase already is in operation at KRON-TV, he said, The IBM card is punched as soon as the order is received.

The other machine which may have more immediate application throughout the profession, according to Machron officials, is the automatic sequential program switcher. It performs similar switching functions for a pre-determined period up to 99 seconds and in the manner pre-set by the operator. It will be less complex and less expensive than the system described earlier. The program switcher does not use IBM punch cards, but functions from an operation pattern pre-set on a panel of multiple selector switches.

"The advantages of both the automatic broadcast program system and the automatic sequential program switcher will be immediately apparent to any station manager or owner," Mr. See said. "Both take the panic out of the frantic period—the short period at station break time when an operator must make as many as 10 different switching operations. This is the danger area where human fallibility takes over and often produces errors that disturb the viewer or cause loss of revenue to the station."

The demonstrations during the NARTB meeting were made with a tv station's component elements represented on large display boards. Little lights showed when a camera, scanner or mike was activated by the machines.

New Slide Projector Announced by RCA

DEVELOPMENT by RCA of a television slide projector featuring a loading capacity of 36 2x2 inch color or monochrome transparencies was announced last week by A. R. Hopkins, manager of broadcast and tv equipment department, RCA. The projector will be placed on the market in Jan. 1957 at a price of $2,450.

Mr. Hopkins said the projector (Type TP-7A) has been designed for use in conjunction with virtually all types of tv film camera systems. He observed that the projector incorporates various operating features suggested by broadcasters in an RCA survey. The survey showed, Mr. Hopkins said, that the features most desired by broadcasters and incorporated in the TP-7A were: high-slide-loading capacity, visability, emergency projector lamp and improved color balance.

The projector, Mr. Hopkins pointed out, has been field tested to determine its performance under actual studio operations. The tests were conducted in conjunction with WBTV (TV) Charlotte, N. C.

According to Mr. Hopkins, WBTV submitted a report on the test which stated:

"The TP-7A projector was in use at WBTV for 51 days, and during that time its operation was virtually flawless. We averaged about 170 slides per day on the air and probably averaged another 60 slides per day in previewing and rehearsals. This means that this unit has projected more than 12,500 slides during the field trials at WBTV. The performance of the slide projector was excellent . . ."

The Continental Divide Station
TV4

JULY '56 TELEPULSE PROVES KTBS-TV LEADS in Shreveport

LEADS IN 54% of the rated quarter hours from 5:00 P.M. to 10:00 P.M. Sundays and 6:30 P.M. to 10:00 P.M. Monday through Friday.

LEADS IN 65% of the rated quarter hours from Noon to 5:00 P.M. Monday through Friday.

LEADS IN 67% of the rated quarter hours from 1:00 P. M. to 6:30 P.M. Sundays.

LEADS IN 57% of the rated quarter hours from 6:30 P.M. to 10:00 P.M. Mondays, Wednesdays and Fridays.

LEADS IN 72% of the rated quarter hours from 6:30 P.M. to 10:00 P. M. Thursdays.

KTBS-TV
CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

GE Fills Six New Posts

GENERAL ELECTRIC Co.'s power tube department last week announced six new key positions in its Schenectady, N. Y., manufacturing sections, and named the following GE personnel to the posts: manager of camera and storage tube manufacturing, Walter H. Beers; manager of metal tube, tank rectifier and tube parts, Bruce E. Belnap; manager of quality control, John H. Goodrich; manager of power rectifier equipment, Arthur A. Kehrer; manager of equipment engineering and facilities, Robert E. Steward, and manager of klystron and traveling wave tube manufacturing, Hugh E. Thomson.

NYU Buys Collins Equipment

AS PART of a rebuilding and modernization program for New York U.'s two radio studios, the university has purchased new studio equipment from Collins Radio Co. The new equipment will enable NYU to double the scope of its radio operation, according to Prof. Harvey W. Zorbaugh, executive officer of the university's communication arts group.

Fisk U. Orders Tv Equipment

SARKES TARZIAN Inc., Bloomington, Ind., reports that Fisk U., Nashville, Tenn., has ordered complete studio tv equipment, including studio and film Vidicon cameras, 100-slide slide projector and film projector. Also reported were shipments of 100-slide projectors to WBAL-TV Baltimore, WKBN-TV Youngstown, Ohio, and KCKT (TV) Great Bend, Kan.

DuMont Sets Up Sales Zones

DECENTRALIZATION of the Allen B. DuMont sales-distributor structure was effected last week as the manufacturer set up four separate sales zones (in turn containing several sales regions) in hopes of "achieving the broadest possible sales coverage."

The new plan, which splits the DuMont table of organization into eastern, western, central and southern sectors, is expected to shorten the span of control, and by doing so, will bring the firm closer to its distributors.

MANUFACTURING PEOPLE

Carl Harshberger, formerly with Westinghouse Electric Corp., rejoins firm after several months' absence as district manager for southeastern region, television-radio division. He reports to J. C. Drewry, general manager.

Chester C. Pond, with Philco Corp., Philadelphia, since 1935 in various executive posts, appointed manager of product planning.

R. D. Harris, acting southwest regional manager, tv-radio division, Westinghouse Electric Corp., to same post in permanent capacity. He will make his headquarters at district office, St. Louis.

Bill Ashby, electronics sales-service technician, appointed director of service engineering, Cornell-Dubilier Electric Corp., S. Plainfield, N. J.

Vbyard M. Pawson, manager of industrial relations, Westinghouse Electric Supply Co., Metuchen, N. J., to manager of industrial relations, television-radio division.

Ralph E. Endersby, manager, Toronto, Ont., office, Ampex Corp., to Ampex audio division as export manager.

James B. Valladares, plant manager, Jewel Radio-Tv Corp. and Garad Radio, to production manager, Telectro Industries Corp., Long Island City, N. Y. **Roger Somerville,** senior product engineer, Emerson Radio & Phono Co., to chief engineer, Telectro Industries.

MANUFACTURING SHORTS

S.O.S. Cinema Supply Corp., announces new, low cost animation stand. Known as the "Tel-Animastand," it permits production of cartoons, titles, and other special effects. Information may be obtained from S.O.S. at 602 W. 52nd St., N. Y., or 6331 Hollywood Blvd., Hollywood, Calif.

Northeastern Engineering, Inc., Manchester, N. H., has developed a new frequency meter, Model 7-18. Model is designed to measure frequency in the 100 to 10,000 mc range, using a 2C40 triode with elements continuously tuneable from 500-1250 mc. Position may be determined aurally by headphones or visually by means of oscilloscope.

Stromberg-Carlson Division of General Dynamics Corp. announced purchase of Bond Stores Inc., factory in Rochester, N. Y. S-C will utilize new facilities to set up electronics research-enginering-manufacturing center to accommodate overflow from division's main Carlson Road operations.

Sarkes Tarzian, Inc., Broadcast Equipment Div., Bloomington, Ind., reports complete order, including image orthicon camera, vidicon film chain and associated units from KGVO-TV Missoula, Mont., and shipment of closed-circuit studio facilities to Toledo (Ohio) U.

SUPER is the word for STANDARD **Sound Effects**

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters.

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Canadian Commission Hears Color Tv Plea

Other items composing final presentations at Ottawa sittings include urging of an appeal from CBC rulings for independent stations and CBC government financing.

U. S. COLOR tv shows, an appeal from Canadian Broadcasting Corp. rulings for independent stations, and CBC financing from the national treasury were the subjects featured at the final presentations by a variety of organizations before the Royal Commission on Broadcasting at Ottawa a fortnight ago.

A start on color tv for Canadian tv stations was urged on the commission by the Radio-Electronics-Television Manufacturers Assn. of Canada in order to boost sale of color tv sets in Canada. The association's brief said that tv stations could be changed over for color tv at a cost of about $40,000 per station. It stated that if color tv is retarded in Canada a situation would develop whereby color sets would be produced in large quantities at low cost in the United States and Canadian manufacturers would find it uneconomical to make color sets, even though there is a 20% import duty on tv receivers into Canada.

The association also urged that the 15% excise tax now collected on radio and tv sets and components be removed. The tax goes to the CBC for its operations. The association, along with others appearing within a few days of each other, urged that money for the CBC come from the general revenue fund. Canadian radio-tv artist and employe associations had similar suggestions to give CBC on a per capita of radio and tv homes about $60,000,000 a year out of the national treasury. Briefs from these organizations said that CBC could plan its operations better if it knew several years in advance how much money it would receive.

Dr. A. R. M. Lower, professor of history at Queen's University, Kingston, Ont., urged that the board recommend some form of appeal for independent stations from CBC rulings. There is no appeal at present. Neil LeRoy, president of the Canadian Council of Authors and Artists, Toronto, suggested formation of an advisory committee from the independent stations to consult with and advise the CBC and that there should be a clearer definition of the functions of the CBC board of governors and the CBC operating department.

At another session of the commission, criticisms of employment practices of independent Canadian broadcasters and recommendations that independent as well as CBC stations be fined for alleged abuses of CBC regulations were made by E. B. Joliffe, Toronto counsel for National Assn. of Broadcast Employes & Technicians. Mr. Joliffe, a former Ontario provincial leader of Canada's Socialist party, said that most Canadian broadcasting stations pay their help at a low rate of pay, have substandard working conditions and are indifferent to pension plans and welfare schemes.

U. S. Tv Exhibits Applauded At International Trade Fairs

CLOSED-CIRCUIT television as featured in U. S. exhibits at International Trade Fairs being staged throughout the world is having a "tremendous impact," according to William R.

Traum, deputy director of the Office of International Trade Fairs, U. S. Department of Commerce.

Such a reaction is being reflected in reports received from Stockholm, Sweden, to Kabul, Afghanistan, Mr. Traum said. The tv exhibits feature programs ranging from native folk dances to the use of color television in medical science.

In addition to tv, the electronics industry of the U. S. is being represented in the exhibits by a wide variety of radios.

CBS announced that its color television and tv microscope, exhibited for the first time in Europe at the Vienna, Austria, fair, has been loaned to the U. of Vienna for use in medical education and research during the current semester.

Great Britain's ITA Has First Anniversary

GREAT BRITAIN's International Television Authority, which operates commercial tv in that country, is celebrating its first anniversary.

The authority opened its London station Sept. 22, 1955, and the station today is said to have 3,670,000 viewers. A Midlands station (now with an estimated 1,578,000 viewers) went on the air Feb. 17 of this year; a Lancashire station (1,351,000 viewers) debuted May 2, and a fourth station, Yorkshire (with an expected 1,200,000 viewers), will open this month.

CCBA to Elect Directors

SEVEN DIRECTORS will be elected at the annual meeting of the Central Canada Broadcasters Assn., to be held in the Royal Connaught Hotel, Hamilton, Ont., Oct. 22-23. Five of the directors will be elected from various parts of Ontario Province, including one director for the metropolitan stations in English-speaking Montreal, Toronto and Hamilton. Two directors will represent the television stations in Ontario.

English Prices Down 10%

MANUFACTURERS who displayed their radio and television sets at the recent London Radio Show had their prices marked down an average 10% under the previous year. The reduction was brought about by increased competition for a market that has decreased by 20%. Manufacturers hope that the 5,000 buyers in attendance from foreign markets will help to boost set exports as a compensation for the shrinking domestic market.

LIBEL
SLANDER
PIRACY
PRIVACY
COPYRIGHT

Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

— PERSONNEL RELATIONS —

AFTRA STRATEGY SET IN CASE OF STRIKES

Union reportedly has set up committees and is planning to employ agency to present on radio and tv its side of negotiations for new contracts.

AMERICAN Federation of Television & Radio Artists last week announced plans for strategy to be followed in the event that a strike call is necessary at the expiration of its two-year contracts on Nov. 15. The union reported it has set up strike committees and is planning to employ a "top-notch" advertising agency to present its side of the negotiations' story on radio and television.

The union presented its new codes for radio, television and transcriptions to the networks on Sept. 20 and will meet with industry negotiators in New York on Oct. 8. An AFTRA spokesman told B•T last Thursday that the networks' counter-proposal had been received Wednesday night but union officials had not had a chance to study them thoroughly.

AFTRA is seeking an approximate 20% increase in its television fees. In the radio and transcription fields, the union's demands center largely around the establishment of a pension and welfare fund, which already is incorporated in the current network television code. The union also is aiming for changes in the staff announcers' network contracts in New York, Chicago, Los Angeles and San Francisco, asking for a minimum base salary of $100 a week and a minimum weekly guarantee of $300 a week, including commercial fees.

Network officials declined to reveal the nature of their counter-proposals, but it is understood they prescribe a small increase in fees for television and make no provision for extending the pension and welfare funds to the radio and transcription fields.

Local Talks Start

Concurrent with national negotiations, local AFTRA chapters in New York, Los Angeles, San Francisco and Chicago have opened talks with stations in those cities on new contracts covering local conditions.

Donald F. Conaway, national executive secretary of AFTRA, reported that at the request of industry representatives, first attention will be directed to "the radio problem." He said that AFTRA agreed to this schedule "on the condition that the national transcription code and the four-city staff announcers' contracts be considered along with the network radio codes, since all of these agreements are inter-related in view of radio's present status." The success of this plan, Mr. Conaway said, will depend largely on the nature of industry counter-proposals and on the headway achieved when national sessions resume.

Mr. Conaway said that strike plans are being formulated to meet that contingency, but added that "AFTRA earnestly hopes to avoid a strike."

Mr. Conaway told B•T Thursday that an advertising agency to handle AFTRA's campaign has not been selected as this project is still in the planning stage, dependent on whether such a move is necessary. He said a national strike committee and strike subcommittees in New York, Chicago, Los Angeles and San Francisco have been formed. He added the union plans to notify all members that their engagements after Nov. 15, when the current contracts terminate, are subject to an AFTRA strike call.

TULSA • 43rd TV MARKET
43rd TV MARKET • TULSA
Tulsa is now the 43rd television market
* CBS REPORT TO FCC, DEC. 1955
re: "100 Largest Television Markets"
(Larger than Omaha, Denver, Oklahoma City, San Diego).
KOTV Completely Dominates the 43rd television market!
SOURCE: ARB, JUNE 1956
KOTV changed 6
TULSA
5 YEAR LEAD IN VIEWING HABITS
BASIC CBS AFFILIATE
Represented by
Edward Petry & Co., Inc.

Jim Burke, KMBC-KFRM Special Events Director, has something extra special in his nightly feature "Showtime." Platters and patter—interspiced with celebrity interviews—create a New Sound that is drawing new listeners.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
in the Heart of America

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

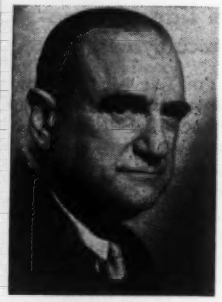
Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

AWARDS

Dr. Alfred Goldsmith Wins SMPTE Award

DR. ALFRED N. GOLDSMITH, motion picture and television consultant to such companies as RCA, NBC and the Eastman Kodak Co., last week was selected by the Society of Motion Picture and Television Engineers as the 1956 recipient of its highest award, the Progress Medal. The presentation will be made during the society's 80th semi-annual convention at the Los Angeles Ambassador Hotel on Oct. 9.



DR. GOLDSMITH

Dr. Goldsmith was selected as this year's recipient of the SMPTE award "for his many contributions to the progress of sound motion pictures and television engineering, particularly his early recognition of the importance of a tri-color kinescope and his concept of the means for its accomplishment.

The SMPTE convention, which will run from Oct. 8-12, will be devoted to current developments in the technical phases of television and motion pictures. Complete agenda of the program will be released this week.

John Potts Memorial Award Made to Hanson in New York

O. B. HANSON, vice president of engineering services, RCA, and former chief engineer for NBC, last week won the 1956 John H. Potts Memorial Award "in recognition of his contributions to better broadcasting systems and facilities."

Presentation of the award was made at the annual banquet of the Audio Engineering Society, on the eve of the opening of the 1956 High Fidelity Equipment Exposition in New York.

Texas AP Broadcasters Give Two Awards to KLEN Killeen

KLEN Killeen, Tex., took two of the awards presented by the Texas Associated Press Broadcasters Assn. at the association's ninth annual convention held a fortnight ago in Dallas, Tex. It was the first time in the history of the Texas group that any station has won two of the awards in the same year.

Citations were presented the station for continuous outstanding news coverage and for continuous outstanding feature coverage.

Other awards went to KDDD Dumas, for the best coverage on a single news story; to KDSX Denison-Sherman, for continuous outstanding news coverage in its class, and to KONO San Antonio, continuous outstanding news coverage in its class.

American Heart Assn. Cites Three From Radio, Television

CITED by the American Heart Assn. for outstanding reporting on heart disease were Howard Whitman, medical commentator on NBC-TV's *Home* show, George Voutsas, producer-director, and Earl Hamner, writer, both on NBC radio's *Biographies in Sound*. The three were honored along with a group of magazine, newspaper and wire service writers.

The Messrs. Whitman, Voutsas and Hamner received the association's Howard W. Blakeslee awards for their respective contributions through broadcasting towards understanding of cardiac diseases. Mr. Whitman was responsible for filming and narrating a special four-part *Home* series entitled "Your Heart," and Mr. Voutsas and Mr. Hamner for their documentary on a cardiac case titled *Courage to Live*.

The awards will be presented Oct. 28 at the AHA's annual dinner in Cincinnati, Ohio.

AWARD SHORTS

J. R. H. (Hank) Wilson, president and general manager, WMIT Mt. Mitchell, N. C., and vice president and manager, Melodaire Inc., Memphis, franchise distributor of Muzak, has won Muzak's annual award for outstanding performance during 1955.

WAVZ New Haven presented resolution of commendation from local Chamber of Commerce for station's coverage of recent Ruotolo kidnaping and its efforts to obtain baby's return.

Mel Leavitt, sports and special events director, WSDU-TV New Orleans, presented certificate of merit for outstanding part and consistent work in furthering city traffic safety program.

Jack Wrather, president, The Lone Ranger, Inc., presented Golden Mike award by American Legion Auxiliary for best youth program on radio during 1955-56 season.

James M. Legate, manager, WCKT Miami, presented one of four national distinguished service awards by Marine Corps League.

O'Keefe & Merritt Co., Los Angeles, received top honor for its 1956 Starline catalog of gas ranges in the Affiliated Advertising Agencies Network annual awards competition at Reno, Nev. **Hixson & Jorgensen Inc.,** O'Keefe & Merritt's agency, is the Los Angeles member of the 39 agency group comprising the AAAN.

WGAR Cleveland, Ohio, presented an outstanding achievement award by Ohio State Safety Council for providing professional services and tapings of special safety messages. These were on behalf of highway-rail crossing accident prevention program.

Arthur Mortensen, KFMB San Diego, Calif., manager, presented special plaque for outstanding participation and service in San Diego County's Red Cross activities.

Mollie Martin, director of women's activities, WBAL-AM-TV Baltimore, awarded citation by Ken-L-Ration (dog food) for locating more than 800 lost dogs through air announcements.

Rod Sherry, chief announcer at KFSD-TV San Diego, Calif., presented city's Glove Theatre Atlas Award for best male actor of year. Presentation made at annual awards dinner by tv star Nanette Fabray.

Art Eckdahl and **Jerry Granger,** news and sports director, respectively, KHOL-TV Holdrege, commissioned "admirals" of the Nebraska State Navy for their help in Army recruiting.

The Continental Divide Station
TV4

PARIS WCAU PRIZE

AN ALL-EXPENSE trip to Paris is being offered to the winner of a new contest being conducted by WCAU Philadelphia. Each morning on the *Here's Harvey* show a key word is announced, and contestants are asked to incorporate the word in a 25-word statement on "Why I would like to spend New Year's Eve in Paris." Writer of the best letter each week receives a prize and also qualifies for the grand prize, to be announced Nov. 16.

WBZ-TV TOURS SCHOOLS

WITH the advent of the school season, WBZ-TV Boston news cameramen are traveling throughout New England photographing the outstanding features of all the new schools that have opened in the area this fall. These new buildings and facilities are being shown on the station's 6:30 p.m. newscasts.

KIRO ENTERS BOAT RACE

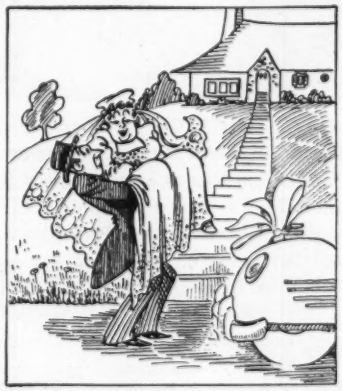
HUNDREDS of listeners from British Columbia to Oregon submitted suggestions in a contest to name a hydroplane racing boat which KIRO Seattle plans to enter in this year's Seattle Seafair Regatta. The boat was the idea of KIRO disc jockey Don Einarsen, who will pilot it in the race. The winning name: "KIRO Gyro." The station feels it scored a coup in securing as the boat's registry number 710, which it KIRO's frequency.

THE KRON-TV STORY

AN EIGHT-PAGE publication has been brought out by KRON-TV San Francisco as a source of information for advertising agencies, art services, film producers, schools and others with an interest in television properties. The publication explains the various facilities offered by the San Francisco station.

WBKB (TV) ISSUES BROCHURE

BROCHURE calling attention to its new fall daytime schedule, with heavy emphasis on programs designed to get "maximum women viewership," is being distributed to trade by WBKB (TV) Chicago. The booklet, titled "Networks, Move Over!", lists personalities in fall setup and cites prominence of "personalized commercials with live personality sell" for six of its eight new programs. Concluding brochure is list of 1956-57 programs for ABC Television Network.



"Who'd have thought that romantic music on KRIZ Phoenix would lead us to this?"

'WHAT'S MY NAME' ON WORL

WORL Boston is currently celebrating its sixth anniversary (Oct. 6) with a "What's My Name?" contest. Four national figures are airing thought-twister clues on the station as clues to their identity. Each mystery voice has one of the letters of the WORL call as the initial letter in his first or last name. First prize is an all-expense paid trip to Europe; second is a trip to Mexico; third to Bermuda, and the fourth prize winner will go to Miami Beach. All trips are for two persons.

KTTV (TV) COVERS NAVAL EVENT

DESCRIBED as the first live telecast of a naval review was the KTTV (TV) Los Angeles coverage of west coast exercises that included a total of 70 combat vessels, including the carriers *Philippine Sea, Bennington* and *Shangri La.* The KTTV coverage originated from the deck of the *USS St. Paul* in Long Beach harbor. Bill Welch, the station's special events commentator, reported on the activities.

STEREOPHONIC CONCERTS

THROUGH an inter-station arrangement, listeners throughout Wisconsin will be able to hear a new 12-week series of stereophonic concerts each Sunday morning starting Oct. 7, according to the Wisconsin State Radio Council, Madison. First of two signals required will be carried by the statewide educational fm network. The second will be provided by am stations WHA Madison and WLBL Auburndale. This signal will be broadcast and so relayed between these two stations by fm station WWCF, Baraboo Bluffs. So far, 11 stations are participating in the series and others have been invited to join.

Magic Number Promotion

CLAIMING to have the biggest giveaway promotion in local station history, KWIZ Santa Ana, Calif., has started its 13-week *Kwiz Magic Numbers* campaign with local merchants providing $50,000 worth of merchandise prizes, including automobiles, pianos, food products and other items.

KWIZ has mailed each of the 106,000 homes in Orange County a promotion folder assigning each home a different number and inviting residents to listen to the station for tips on what prizes the cooperating merchants are offering. Merchants who buy the minimum saturation package of 130 spots for the 13 weeks on KWIZ may participate and display prizes bearing numbers which they pick at random. The listener may shop any store and if he finds his number on the merchandise he can claim the prize, KWIZ said.

KWIZ is supporting the campaign through ten local newspapers, outdoor boards and airplanes in addition to on-air publicity. KWIZ Manager Hal Davis told B•T thousands of prizes will be offered daily and said he knows of no other local radio station ever undertaking such an extensive giveaway program. The idea has been copyrighted by KWIZ which plans to offer it on a syndicated basis for use by stations in other markets.

YOUR BROADCAST EQUIPMENT MANUFACTURER SPEAKS FROM EXPERIENCE

...when he suggests Stainless Towers

Write for descriptive literature

Stainless, inc.

NORTH WALES • PENNSYLVANIA

NEW DJ CHAMPION?

RAY J. WILLIAMS, manager of KCSJ-AM-TV Pueblo, Colo., today claims the world's championship for continuous radio broadcasting—126 hours.

His "discathon" was conducted in a remote studio set up in the showrooms of a Pueblo RCA dealer, the Union Gas & Equipment Co. Thousands of Pueblans were reported lining the streets to see Mr. Williams finally emerge from the studio and walk unassisted to an ambulance that took him to the hospital for a checkup.

According to reports reaching B•T, the previous broadcasting champ was Don King, WBML Macon, Ga., disc jockey, who was on the air for 125 continuous hours [B•T, July 30].

HOLDS D. J. COMPETITION

A NAME-your-favorite-disc-jockey contest sponsored by KSTN Stockton, Calif., gave an all-expenses-paid week's trip for two to Hawaii to a local listener. The promotion, sponsored by Stockton Lincoln-Mercury, in addition awarded lifetime lubrications for their cars to winners of weekly drawings.

CRANE SAVES DAY FOR WSBT-TV

UTILIZING a measure of resourcefulness, WSBT-TV South Bend, Ind., was able to televise live an hour-long dedication of the new Northern Indiana Toll Road Sept. 17. After station technicians discovered it would be necessary to install microwave transmitter over 100 feet in air at exchange (to obtain line of sight back to the WSBT-TV Broadcast Center), the *South Bend Tribune* station, with aid of Sollitt Construction Co., secured a motor crane with 110-ft. boom for the remote. Transmitter was clamped to boom and raised, solving the problem and permitting dedication of new section of New York-Chicago superhighway.

KHOZ'S 'JAMBOREE' SRO

KHOZ Harrison, Ark., is presenting *Jamboree* which has been playing to capacity crowds since its start 16 weeks ago. Bob Lewis emcees the show as it originates live from the stage of a theater in Harrison. *Jamboree* is said by KHOZ to have been sold out since its beginning, but a contract is being held for an additional 13 weeks at the end of the present segment.

DOMINION DOINGS

A DAILY one-hour evening program on happenings across Canada to be aired five days a week on the CBC Dominion network starts today (Mon.). Titled *Assignment*, it is designed to give radio listeners "a sample of the best radio can offer," according to Harry Boyle, CBC network program director. The program will give network listeners a wide variety of items, ranging from on-the-spot actualities, interviews, news features on science and medicine, reports from correspondents of the individual stations on the network, to current news. Program will originate at CJBC Toronto, Ont., with cut-ins from all parts of Canada. Sandy Stewart, formerly of CFPL London, Ont., is the producer.

WIRL CARRIES SCHOOL TALK

FOR the first time in the history of Peoria, Ill., radio was used to deliver a special opening-of-school message to teachers and officers of the city's school system, according to WIRL in that city. Station carried the address by Dr. Mark Bills, superintendent of Peoria school system. Use of radio for the talk did away with the necessity of school staffs gathering at a central meeting place, which left more time for individual staffs to concentrate on preparation directly connected with teaching.

WHCT (TV) TELLS ITS STORY

WHCT (TV) Hartford, Conn., which recently became the second CBS-owned uhf station [B•T, Sept. 17], last week hit Hartford and New Britain newspaper readers with a full-page advertisement telling of the importance of a CBS-owned tv outlet in that market. The introductory ad will be followed up, Harvey J. Struthers, WHCT general manager said, by "the most extensive continuing promotion campaign ever conducted in the area—both on the air and through the use of almost 100,000 lines of newspaper space."

KPOJ ADDS NEW MOBILE UNIT

A NEW special events station wagon has been added to the mobile equipment of KPOJ Portland, Ore., in order to increase its on-the-spot radio coverage. A $2 million waterfront fire was broadcast from it a few days after the arrival of the wagon. The unit is equipped with a portable GE two-way radio and is able to transmit up to 30 miles from the station's towers.

IGLOO SYLVANIA GIVEAWAY

RADIO-TELEVISION Div., Sylvania Electric Products, Buffalo, N. Y., this winter will make available to dealers a cardboard igloo complete with tv antenna which will be given free to consumers with the purchase of a Sylvania tv set. The igloo is designed as a children's playhouse.

KNXT (TV) SALUTES TOWNS

A SERIES of station breaks to salute various communities in its viewing area is being used by KNXT (TV) Los Angeles. The breaks, which will include more than 100 towns, consist of telops depicting a scene from a community with an off camera announcer reading an historical fact concerning the community.

'MISS STRIKE IT LOVELY'

UNIVERSAL Pictures Corp. will effect a promotional tie-in with Colgate-Palmolive Co. for its latest film, "Written on the Wind," from Oct. 1 to the middle of November. The film company, together with the soap firm, will ask west coast beauties to submit their names and pictures (through their local C-P dealers) to *Strike It Rich*, Colgate's CBS-TV and CBS Radio program, care of KNXT (TV) Los Angeles, to try for the title of "Miss Strike It Lovely." The winner, to be chosen Nov. 12, will act as "a public relations envoy" for the film company, traveling throughout the U. S. on a 30-day promotional junket.

A 'NATURAL' MOVE

ANNOUNCEMENT card of Screen Gems Inc. about the film distributor's New York move to 711 Fifth Ave. was ornamented with two pairs of dice, mounted with "7" and "11" on the up side. Firm noted new address "where program speculation is eliminated because the dice are always loaded in your favor."

RENEWAL CONTRACT, covering the second year of Pearl beer sponsorship of *Bullfights From Mexico* over KCOR-TV San Antonio, Tex., is signed by Harvey Bolser, advertising director of the Pearl Brewing Co. of San Antonio. Witnessing the signing are Jack Pitluk (l), president of Pitluk Adv. Co., San Antonio, and Raoul A. Cortez, president of KCOR-AM-TV. *Bullfights* is filmed in Mexico and flown to the U. S. for telecasting. Pearl beer also sponsors the program over KVDO-TV Corpus Christi, KHAD-TV Laredo, both Tex., and KOAT-TV Albuquerque, N. M.

BROADCAST TUBES *are always in stock at* **ALLIED**

IMMEDIATE DELIVERY ON

RCA 892-R

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.

Refer to your complete ALLIED Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
100 N. Western Ave.
Chicago 80
Phone: HAymarket 1-6800

IN WHAT is described by the station as one of the largest sports packages ever put together on a local level for a single advertiser, The Iowa-Des Moines National Bank, through J. M. Hickerson Inc., has purchased several sports events on KRNT-AM-TV Des Moines. Included in the package are nine radio broadcasts of the U. of Iowa football games and one Drake U. game; local sponsorship of a segment of 15 professional football games on CBS-TV; 12 radio broadcasts of U. of Iowa basketball games, several Big 10 conference games not involving Iowa, and radio and television broadcasts of the Iowa State high school boys basketball tournament. Play-by-play of all KRNT-AM-TV originations will be handled by Sports Director Al Couppee. At the contract signing are (l to r): seated, Robert Dillon, vice president and general manager of KRNT-AM-TV; Harold P. Klein, vice president of the bank; Robert MacRae, Hickerson vice president and account executive; standing, Shelton R. Houx, Hickerson vice president and manager; William Hippee, KRNT-AM-TV sales manager; James Reilly, KRNT-AM-TV account executive, and M. M. McMichael, the bank's assistant vice president in charge of advertising.

PRESENT FOR PRINCESS

A RECORD ALBUM containing four weeks of broadcasts of the Rainier-Kelly nuptials at Monaco last April has been presented to their highnesses by Benedict Gimbel Jr., president of WIP Philadelphia. The album, presented during couple's current visit to Philadelphia, is made up of recordings of broadcasts made by Wendy Phillips, WIP's womens director, who reported the wedding festivities.

GETS D.J.'S SERVICES

BILL SHARPE offered, along with other prizes, the services of a fellow disc jockey, Perry Allen, to the winner of a mystery song contest held on KTLN Denver. A 12-year-old girl, Melody Mura, was the first to call with the correct answer and the station sent its mobile unit to do a live broadcast from her home. The program had Melody welcoming her guests and answering phone calls from listeners.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

WCLI MAKES BASEBALL AWARD

WCLI Corning, N. Y., completing its sixth consecutive year of Pony League play-by-play baseball broadcasts, presented its player-of-the-year award to George Lewis, of the Corning Red Sox. The award is a photosensitive glass plaque made by the Corning Glass Works.

PLAY-BY-PLAY IN SPANISH

KWKW Pasadena, Calif., claims an American "first" in its play-by-play broadcast in Spanish of a football game last month between Los Angeles State College and Mexico City U.

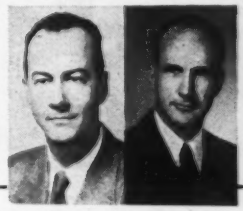
Hints for Travel

MIDWESTERN radio listeners are getting reports on just what they should take with them on an overseas trip, via George J. Volger, manager of KWPC Muscatine, Iowa. Mr. Volger, his wife and two teenage daughters who have been in the British Isles since last August tape recorded 26 15-minute programs for use on 35-50 U. S. radio stations, including the Iowa Tall Corn Network. Titled *The Family Flies to Britain*, the series will be released through British Information Services.

All four members of the family are participating in the interview programs, which give details on international travel from a family standpoint and describe places of historical interest.

AMERICANS LOVE ADVENTURE!

by John Pepper and Bert Ferguson



Americans love adventure! . . and the development of Memphis' fabulous Negro market is, to many, as exciting and promising as a diamond discovery in Africa! Frankly, WDIA is leading the safari with a 50,000 watt transmitter!

MARKET DEVELOPMENT

As industry started moving down from the east and utilizing local Negro labor, WDIA foresaw the development of a tremendous Negro market. WDIA increased its power to 50,000 watts . . . and deliberately set out to dominate this market—to control the buying habits of 1,237,686 Negroes with a quarter of a Billion Dollars in their pay envelopes.

WDIA APPROACH

New standards of living—new social status—were inevitable. And WDIA was the first to recognize these people—the first to go out to meet them, in their own idiom, in their own rich voices, in their own traditional culture. WDIA gave them their own stars, their own programs. And WDIA achieved top rating from Pulse!

STAR SALESMANSHIP

Memphis Negroes believe in WDIA and have confidence in its performers. They know their national brands and accept those recommended by their favorite stars. Consequently, WDIA sells fabulous amounts of consumer goods and services, from beer to bus lines. Its national accounts include:

Continental Trailways . . . Budweiser . . . Lydia Pinkham . . . Maxwell House Coffee . . . Ford . . . Pet Milk . . . Esso . . . Halo.

These national industries find that investment in WDIA pays huge dividends. They run up fantastic sales in a specialized market, virtually untouched by conventional, generalized methods. In fact, no other media is effective in this area. Negroes have not acquired the reading habit in sufficiently large numbers to feel the influence of the press. Too few own television sets to count on successful penetration. Only WDIA reaches this enormous audience—only WDIA induces this concentrated Negro population to buy more goods in specific brands.

YOUR ADVENTURE

WDIA presents adventure that's exciting, but safe. The Memphis Negro Market is a new financial field—but definitely paying off! Let WDIA sell your products to almost one-tenth of the Negro population of the United States. Write, today, on your letterhead, for factual information pertaining to your business. Also, ask for your bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

Sales-men Extraordinary in Western New York

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

BMI

PRESIDENTIAL PACKAGE

New, Timely Election-Year Continuities

An assortment of 23 program Scripts for radio and television . . . background — color — personalities—oddities—of past elections . . . available without charge as a station and public service.

THE FIRST ELECTION
One half-hour script

A PRESIDENTIAL CAVALCADE
Seven five-minute scripts

FAMOUS FIRST LADIES
Five 15-minute scripts

RISE OF POLITICAL CAMPAIGNING
One half-hour script

THE PRESIDENTS SPEAK
Seven five-minute scripts

FAMOUS CAMPAIGN SONGS
One half-hour TV script

CAVALCADE OF PRESIDENTS
One half-hour TV script

TIME SIGNALS
STATION BREAKS
:10 — :30 — 1 Min.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

September 20 through September 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Sept. 26

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,914	3,060	160	288	133
Fm	522	545	37	10	1

FCC Commercial Station Authorizations

As of August 31, 1956

	Am	Fm	Tv
Licensed (all on air)	2,885	515	200
Cps on air	54	10	307
Cps not on air	112	20	113
Total authorized	3,051	545	620
Applications in hearing	185	1	123
New station requests	268	9	49
New station bids in hearing	127	0	72
Facilities change requests	157	4	28
Total applications pending	923	74	326
Licenses deleted in August	1	6	0
Cps deleted in August	1	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Sept. 26

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	372	90	462[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	333	315	648[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,022	337	800	559	1,360[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,083	337	834	586	1,421[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 692 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

New Orleans, La.—WWEZ Radio Inc. granted uhf ch. 32 (578-584 mc); ERP 229 kw vis., 126 kw aur.; ant. height above average terrain 338 ft., above ground 358 ft. Estimated construction cost $314,875, first year operating cost $350,000, revenue $400,000. Post office address Hotel New Orleans, New Orleans. Studio location New Orleans. Trans. location Paris Rd., Chalmette, La. Geographic coordinates 29° 57′ 45″ N. Lat., 89° 57′ 31″ W. Long. Trans. and ant. GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. WWEZ Radio Inc. is licensee of **WWEZ New Orleans.** Principal stockholder is **A. L. Chilton,** 64%. Announced Sept. 26.

Vail Mills, N. Y.—FCC is advising Hudson Valley Bcstg. Co. that its application for cp for new tv to operate on ch. 10 in Vail Mills has been accepted for filing, adding: "Under the circumstances that the Commission's Notice, adopted June 25, 1956, in Docket No. 11751, has issued rule-making looking toward the possible deletion of ch. 10 from Vail Mills, the Commission has decided to place all applications involving that channel in pending file and to withhold further action on such applications until thirty days subsequent to either the disposition of the issues involved in the rule-making or to a public notice removing the applications from the pending file. Announced Sept. 20.

Bryan-College Station, Tex.—Brazos Bcstg. Co.'s application, seeking cp for new tv to operate on ch. 6, returned. (Incomplete and dual station location specified.) Announced Sept. 25.

Riverton, Wyo.—Chief Washakie Tv granted vhf ch. 10 (198-192 mc); ERP 64 kw vis., 32 kw aur.; ant. height above average terrain 1,712 ft., above ground 138 ft. Estimated construction cost $137,346, first year operating cost $91,368, revenue $120,000. Post office address Box 409, Worland, Wyo. Studio location Riverton. Trans. location near Boysen, Wyo. Geographic coordinates 43° 27′ 26″ N. Lat., 108° 12′ 02″ W. Long. Trans. Std. Electronics, ant RCA. Consulting engineer Frank H. McIntosh & Assoc., Washington. Sole owners are **Joseph P. Ernst** and his wife **Mildred V. Ernst.** They are owners of **KWOR Worland, KWRL Riverton, Wyo.,** and **KRTR Thermopolis, Wyo.** Announced Sept. 26.

APPLICATIONS

White Heath, Ill.—Plains Tv Corp., uhf ch. 21 (512-518 mc); ERP 200 kw vis., 120 kw aur.; ant. height above average terrain 646 ft., above ground 603 ft. Estimated construction cost $175,000, first year operating cost $75,000, revenue $125,000. Post office address Rm. 642, 190 N. State St., Chicago, Ill. Studio location one mile south of White Heath on Hwy. #105, near Monticello. Trans. location same as studio. Geographic coordinates 40° 00′ 13″ N. Lat., 88° 34′ 31″ W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Station will operate as satellite of **WICS (TV) Springfield, Ill.,** and will be under same ownership. Filed Sept. 25.

Greenwood, Miss.—Delta Tv Corp., vhf ch. 6 (82-88 mc); ERP 60.2 kw vis., 30.2 kw aur.; ant. height above average terrain 550 ft., above ground 589 ft. Estimated construction cost $373,024, first year operating cost $180,000, revenue $140,000. Post office address P. O. Box 551, Greenwood. Studio location northwest corner of 11th and Yazoo Sts., Greenwood. Trans. location on Miss. Hwy. #442, near Schlater, Miss. Geographic coordinates 33° 38′ 30″ N. Lat., 90° 20′ 47″ W. Long. Trans. and ant. RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals are equal partners **George K. Wade,** business interests; **F. C. Ewing,** general manager-stockholder, **WGRM Greenwood; Percy L. DeLoach Jr.,** stockholder, WGRM; **Wiley P. Harris,** former director of **WJDX Jackson, Miss.; Warner Wells Jr.,** business interests, and **Floyd M. Melton,** business interests. Filed Sept. 25.

Amarillo, Tex.—Southwest States Inc., vhf ch. 7 (174-180 mc); ERP 46 kw vis., 23 kw aur.; ant. height above average terrain 806 ft., above ground 843 ft. Estimated construction cost $167,-

The Continental Divide Station
TV4

500, first year operating cost $388,029, revenue $543,446. Post office address 1301 Polk St., Amarillo. Studio location 1301 Polk St., Amarillo. Trans. location five miles north of Amarillo. Geographic coordinates 35° 18' 55.137" N. Lat., 101° 50' 3.028" W. Long. Trans. and ant. RCA. Legal counsel Pierson, Ball & Dowd, Washington. Consulting engineer John Creutz, Washington. Principals are equal owners **Robert D. Houck**, general manager-47% owner, **KAMQ Amarillo**; his brother **Hoyt Houck**, president-47% owner of KAMQ; **Murry Worner**, commercial manager-2.66% owner of KAMQ, and **George A. Oliver**, sales manager-1.33% owner of KAMQ. Filed Sept. 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WINK-TV Fort Myers, Fla.—Granted application for private tv inter-city microwave relay system between Tampa and Fort Myers to pick up programs of **WTVT (TV) Tampa-St. Petersburg**, from point near Verna and relay to WINK-TV through another unit near Fort Ogden. Announced Sept. 26.

WOKA (TV) Macon, Ga.—Cp cancelled and call letters deleted for lack of prosecution. Station was on ch. 47. Announced Sept. 20.

WJIM-TV Lansing, Mich.—Granted mod. of cp to install new ant. system and make other equipment changes. Announced Sept. 25.

WJTV (TV) Jackson, Miss.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur., change type ant. and make other equipment changes. Announced Sept. 25.

WOW-TV Omaha, Neb.—Granted cp to change type ant. Announced Sept. 25.

KGGM-TV Albuquerque, N. M.—Granted cp to change ERP to 44.7 kw vis., 22.4 kw aur., DA. Announced Sept. 25.

WKTV (TV) Utica, N. Y.—Granted cp to change ERP to 309 kw vis., 155 kw aur., and make other equipment changes. Announced Sept. 25.

WATE (TV) Knoxville, Tenn.—Granted mod. of license to change name of licensee to WATE Inc. Announced Sept. 25.

KTVE (TV) Longview, Tex.—Call letters deleted and cp cancelled for lack of prosecution. Station was on ch. 32. Announced Sept. 20.

KRSM (TV) Yakima, Wash.—Cp cancelled and call letters deleted for lack of prosecution. Station was on ch. 23. Announced Sept. 20.

CALL LETTERS ASSIGNED

WPTA (TV) Roanoke, Ind.—Sarkes Tarzian Inc., ch. 21.

WROC-TV Rochester, N. Y.—Transcontinent Tv Corp., ch. 5. Changed from WHAM-TV.

WATE-TV Knoxville, Tenn.—Greater East Tennessee Tv Inc., ch. 6. Changed from WATE (TV).

APPLICATION

WAGM-TV Presque Isle, Me.—Seeks mod. of cp to change ERP to 58.9 kw vis., 30 kw aur., and install DA system and make other equipment changes. Filed Sept. 21.

Allocations . . .

ACTION BY FCC

Bishop, Calif.—FCC finalized rule-making in Docket 11784 and assigned ch. 19 to Bishop, effective Oct. 25. Announced Sept. 20.

Translators . . .

ACTION BY FCC

Kingman, Ariz.—Mohave County Board of Supervisors granted chs. 70, 74 and 82 to rebroadcast, respectively, ch. 2 **KLRJ-TV Henderson, Nev.**, ch. 3 **KTVK-TV Phoenix, Ariz.**, and ch. 10 **KOOL-TV Phoenix**. Trans. output 10 w ERP to community 80 w. Estimated population to be served 4,000. Post office address Box 390, Kingman. Estimated construction cost for each station $3,150, first year operating cost for each station $175. This makes six translator stations authorized since new rules became effective July 2. Announced Sept. 26.

VOTE *but...*

don't vote in the dark

Study the issues and the candidates and then decide where you stand

CALL LETTERS ASSIGNED

K70AA Bishop, Calif.—James R. Oliver.

K73AA Bishop, Calif.—James R. Oliver.

K70AB Hawthorne, Nev.—Mt. Grant Tv Booster Service Corp.

APPLICATIONS

Lewiston, Idaho—Orchards Community Tv Assn. seeks ch. 70 to rebroadcast ch. 2 **KREM-TV Spokane, Wash.** Trans. output power 10 w ERP to community 390 w. Estimated population to be served 43,801. Post office address 3204½ Fifth St., Lewiston. Estimated construction cost $6,300, first year operating cost $500. Filed Sept. 20.

Lewiston, Idaho—Orchards Community Tv Assn. seeks ch. 76 to rebroadcast ch. 6 **KHQ-TV Spokane, Wash.** Trans. output power 10 w, ERP to community 390 w. Estimated population to be served 43,801. Post office address 3204½ Fifth St., Lewiston. Estimated construction cost $4,750, first year operating cost $500. Filed Sept. 20.

Truth or Consequences, N. M.—City of Truth or Consequences seeks ch. 70 to rebroadcast ch. 4 **KOB-TV Albuquerque, N. M.** Trans. output power 10 w, ERP to community 80 w. Estimated population to be served 6,000. Post office address 605 Sims St., Truth or Consequences. Estimated construction cost $6,450. Filed Sept. 20.

New Am Stations . . .

ACTIONS BY FCC

St. Joseph, Mich.—Lake Broadcasters granted 1400 kc, 250 w unl. Post office address Hotel Whitcomb, St. Joseph. Estimated construction cost $22,071.62, first year operating cost $57,264.48, revenue $79,740. Principals include Pres. **Maurice G. Humphrey** (33.3%), insurance, and Vice Pres. **Carl L. Benson** (33.3%), photo engraver. Announced Sept. 26.

Salamanca, N. Y.—Cattaraugus Bcstg. Service granted 1590 kc, 1 kw D. Post office address % Luther M. Schaeffer, Milton Baptist Church, Delevan, N. Y. Estimated construction cost $6,825, first year operating cost $24,000, revenue $32,000. Principals include Pres. **Luther M. Schaeffer** (27.77%), pastor; Vice Pres. **Marion G. Schaeffer** (11.11%), housewife; Treas. **Warren A. Schaeffer** (22.22%), auditor; **Warren C. Schaeffer** (11.11%), railroad foreman; **Carl L. Schaeffer** (11.11%), carpenter; **George D. Pursell** (8.33%), plantman, and **Lily S. Pursell** (8.33%), nurse. Announced Sept. 26.

Mansfield, Ohio—Mansfield Bcstg. Corp. granted 1570 kc, 250 w D. Post office address 1600 Northgate Rd., Springfield, Ohio. Estimated construction cost $11,350, first year operating cost $25,000, revenue $35,000. Mansfield Bcstg. Corp. is wholly-owned by **Frederick Eckhardt**, radio technician for state of Ohio. Announced Sept. 26.

APPLICATIONS

Fayetteville, Ark.—Stamps Radio Bcstg. Co., 1250 kc, 500 w D. Post office address P. O. Box 217, Fort Smith, Ark. Estimated construction cost $14,900, first year operating cost $36,000, revenue $48,000. Principals are equal partners **H. Weldon Stamps**, owner of **KTCS Fort Smith**, and his brother **Clifford L. Stamps**, jewelry interests. Filed Sept. 20.

Alhambra, Calif.—Latin-American Bcstg. Corp., 1190 kc, 1 kw unl. Post office address % Norman A. Obrand, 408 S. Spring St., Los Angeles 13, Calif. Estimated construction cost $66,915, first year operating cost $80,000, revenue $90,000. Principals are equal owners **Lazaro Castro Jr.** and his brother **Ismael Castro**, both holding business interests. Filed Sept. 20.

Cocoa, Fla.—Irving Braun, 1480 kc, 1 kw D. Post office address 8027 Chesapeake Blvd., Norfolk, Va. Estimated construction cost $19,700, first year operating cost $36,000, revenue $40,000. Mr. Braun holds tv appliance interests. Filed Sept. 21.

Douglas, Ga.—Fernandina Beach Broadcasters, 1480 kc, 500 w D. Post office address 118 Atlantic Ave., Fernandina Beach, Fla. Estimated construction cost $12,000, first year operating cost $30,000, revenue $42,000. Principals are equal partners **Marshall W. Rowland** and **Carol C. Rowland**, owners of **WFBF Fernandina Beach**. Filed Sept. 25.

Lake Providence, La.—Radio Services Co., 1050 kc, 250 w D. Post office address % Emmet H. McMurry Jr., P. O. Box 661, Greenville, Miss. Estimated construction cost $16,000, first year operating cost $36,000, revenue $48,000. Principals are equal partners **Emmet H. McMurry Jr.** and **Frank W. Baldwin**, owners of **WJPR Greenville**. Filed Sept. 20.

APPLICATIONS AMENDED

Show Low, Ariz.—Peak Bcstg. Co.'s application seeking cp for new am to operate on 750 kc, 250 w D, amended to change applicant name; to change frequency to 1050 kc; change ant.-trans. and studio location to U. S. Hwy. #173, 1.8 miles south of Show Low; make changes in ant. (de-

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crease height), and make changes in ground system. Amended Sept. 25.

Bradenton, Fla.—Gulf Isles Bcstg. Co.'s application seeking cp for new am to operate on 1420 kc, 500 w D, amended to increase power to 1 kw and make changes in DA system. Amended Sept. 21.

Dublin, Ga.—Radio South Inc.'s application seeking cp for new am to operate on 1230 kc, 250 w unl., amended to change frequency to 1440 kc; change power to 1 kw; change hours of operation to D only; make changes in ant., and make changes in ground system. Amended Sept. 21.

Terre Haute, Ind.—Citizen's Bcstg. Co.'s application seeking cp for new am to operate on 1350 kc, 500 w D, amended to change frequency to 1300 kc, makes changes in ant. (decrease height) and make changes in ground system. Amended Sept. 25.

Lansing, Mich.—Capitol Bcstg. Co.'s application seeking cp for new am to operate on 730 kc, 500 w D, amended to change station and studio location to East Lansing. Amended Sept. 21.

APPLICATION RESUBMITTED

Phoenix, Ariz.—Grand Canyon Broadcasters Inc. resubmits application seeking cp for new am to operate on 1540 kc, 1 kw D. Resubmitted Sept. 25.

Existing Am Stations . . .

ACTIONS BY FCC

KBOK Malvern, Ark.—Granted change of frequency from 1420 kc to 1310 kc, continued operation with 1 kw D. Announced Sept. 26.

KGMS-TV Sacramento, Calif.—Granted mod. of cp to change studio location. Announced Sept. 25.

WDSR Lake City, Fla.—Granted cp to change ant.-trans. location and make changes in ant. (increase height) and ground system. Announced Sept. 25.

WTAM Decatur, Ga.—Granted change of operation on 970 kc from 1 kw D to 5 kw, DA-D; engineering conditions, including acceptance of any interference that may result from proposed operation of **WRFC Athens, Ga.**, to increase D power to 5 kw. Announced Sept. 26.

WEAW Evanston, Ill.—Granted mod. of cp to make changes in DA pattern. Announced Sept. 25.

KGAC St. Peter, Minn.—Granted mod. of cp to change ant.-trans. location. Announced Sept. 25.

KOB Albuquerque, N. M.—Granted request for extension of SSA for operation on 770 kc, 50 kw LS, 25 kw N until expiration of regular license on 1030 kc, or until 30 days after issuance of final decision in Dockets 6584, 6585 (involving KOB application for regular operation on 770 kc); grant is without prejudice to any action FCC might take during this period to comply with any final decision by Court of Appeals in *ABC* v. *FCC*. By letter, Commission denied Sept. 18 petition for relief filed by ABC. Commissioner Craven abstained from voting. Announced Sept. 26.

WALY Herkimer, N. Y.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system. Announced Sept. 25.

WFNC Fayetteville, N. C.—Granted changes in DA-D system, continuing operation on 1390 kc, 1 kw, 5 kw LS, DA-2 unl. Announced Sept. 26.

WHOT Campbell, Ohio—Granted increase in power from 250 w to 1 kw, DA-D, continuing operation on 1570 kc. Announced Sept. 26.

WEOL Elyria, Ohio—Granted request to cancel cp which authorized changes in DA pattern. Announced Sept. 25.

WDAS Philadelphia, Pa.—Granted cp to make changes in DA pattern. Announced Sept. 25.

WROL Knoxville, Tenn.—Granted mod. of license to change name of licensee to WATE Inc. Announced Sept. 25.

WDNE Elkins, W. Va.—FCC, by letter, denied waiver of rules requiring first-class radiotelephone operator in regular full-time employment; directed WDNE to advise FCC within 30 days to extent to which it has attained compliance with rules. Announced Sept. 20.

WPRE Prairie du Chein, Wis.—FCC granted Aug. 20 protest and petition for reconsideration filed by **WHA Madison, Wis.** (U. of Wis.), directed against Commission's July 18 grant of application to change frequency of WPRE from 1280 kc to 980 kc, continued operation with 500 w D; stayed effective date of grant pending hearing to be held Nov. 13; Commission not adopting issues, but adding one and placing burden of proof of all issues on WHA. Announced Sept. 20.

WAEL Mayaguez, P. R.—Granted mod. of cp to change ant.-trans. location and make changes in ground system. Announced Sept. 25.

CALL LETTERS ASSIGNED

KHFH Fry, Ariz.—Carleton W. Morris, 1420 kc, 1 kw.

KOBY San Francisco, Calif.—Mid-America Broadcasters Inc., 1550 kc, 10 kw. Changed from KEAR.

WTYT Titusville, Fla.—Titusville Bcstg. Co., 1300 kc, 1 kw.

WDMF Buford, Ga.—Gwinnett County Bcstg. Co., 1460 kc, 1 kw.

KCLN Clinton, Iowa—Mississippi Valley Bcstg. Co., 1390 kc, 1 kw.

WLOB Portland, Me.—Casco Broadcasters Corp., 1310 kc, 1 kw.

KDBM Dillon, Mont.—Vigilante Bcstg. Co., 800 kc, 1 kw.

WMIA Arecibo, P. R.—Abacoa Radio Corp., 1070 kc, 500 w.

APPLICATIONS

KBNZ La Junta, Colo.—Seeks cp to change ant.-trans. location to 1.3 miles west of center of La Junta. Filed Sept. 20.

WOOO De Land, Fla.—Seeks mod. of cp to increase power from 1 kw to 5 kw. Filed Sept. 20.

WDMF Buford, Ga.—Seeks mod. of cp (which authorized new am) to change studio location to .3 mile east of U. S. Hwy. #23, 1.2 miles east of center of business district of Buford (same as trans.) and delete request for remote control operation of trans. Filed Sept. 20.

WLOU Louisville, Ky.—Seeks cp to increase power from 1 kw to 5 kw. Filed Sept. 20.

WNBH New Bedford, Mass.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 25.

WWBC Bay City, Mich.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio locations and operate trans. by remote control from studio location. Filed Sept. 20.

WJLB Detroit, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 25.

WKAR East Lansing, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 26.

WKLZ Kalamazoo, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 26.

WHAM Rochester, N. Y.—Seeks authority to transmit football games from Aquinas Stadium, Rochester, to **CFPL London, Ont.** Filed Sept. 26.

WNAE Warren, Pa.—Seeks cp to increase power from 1 kw to 5 kw. Filed Sept. 26.

KIHO Sioux Falls, S. D.—Seeks cp to change from DA-1 to DA-N only. Filed Sept. 25.

KNBX Kirkland, Wash.—Seeks cp to change station location from Kirkland to Bellevue, Wash.; change main studio location to 10312 N. E. Fourth St., Bellevue, and request remote control operation of trans. Filed Sept. 20.

APPLICATIONS AMENDED

KWBR Oakland, Calif.—Application seeking cp to change ant.-trans. location; make changes in ant. and ground system, and operate trans. by remote control from studio location, amended to make changes in ant. (decrease height) and make changes in ground system. Amended Sept. 21.

WTAO Cambridge, Mass.—Application seeking cp to increase power from 250 w to 1 kw amended to change frequency to 760 kc. Amended Sept. 25.

KYW Cleveland, Ohio—Application, seeking cp to change ant.-trans. location, utilizing combined am-fm-tv tower, and make changes in ground system, amended to install DA-1. Amended Sept. 25.

WDEH Sweetwater, Tenn.—Application seeking cp to increase power from 500 w to 1 kw, amended to change name of applicant to WDEH Inc. Amended Sept. 21.

APPLICATION RESUBMITTED

KSFO San Francisco, Calif.—Resubmits application seeking mod. of license to change name of licensee to Golden West Broadcasters. Resubmitted Sept. 21.

KMPC Los Angeles, Calif.—Resubmits application seeking mod. of license to change name of licensee to Golden West Broadcasters. Resubmitted Sept. 21.

New Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC invites comments by Oct. 26 to proposed rule-making to amend allocation table for Class B fm stations by deleting ch. 263 from San Francisco and adding it to Sacramento, Calif., in lieu of ch. 233 at latter city. Change was requested in order to eliminate interference in Sacramento area to **KGMS-FM Sacramento**, and **KPFA (FM) Berkeley, Calif.** Announced Sept. 26.

Jonesboro, Ark.—Arkansas State College granted 91.9 mc, .760 kw. Post office address % John E. Cramer, Box 176, Arkansas State College, State College, Ark. Estimated construction cost $5,500, first year operating cost $2,850. Station is for noncommercial, educational purposes. Announced Sept. 26.

Santa Barbara, Calif.—Cameron A. Warren granted 97.5 mc, 17.5 kw unl. Post office address 2919 De La Vina St., Santa Barbara. Estimated construction cost $8,900, first year operating cost $6,000, revenue $5,000. Mr. Warren is former automobile dealer. Announced Sept. 26.

Greenville, N. C.—East Carolina College granted 91.3 mc, 4.5 kw. Post office address % J. D. Messick, president, East Carolina College, Greenville. Estimated construction cost $22,400, first year operating cost $6,000. Station is for noncommercial, educational purposes. Announced Sept. 26.

APPLICATION

Los Angeles, Calif.—WHM Bcstg. Co., 105.1 mc, 17 kw unl. Post office address c/o Radio Station KDB, Radio Square, Santa Barbara, Calif. Estimated construction cost $8,713, first year operating cost $18,500, revenue $15,000. Principals are equal partners **Lucie Miltenberg, Rube Goldwater** and **James Harford**, owners of **KDB Santa Barbara, Calif.** Mr. Harford is also 33.3% owner of **KONE Reno, Nev.**, and **KTOO Henderson, Nev.** Filed Sept. 21.

Existing Fm Stations . . .

ACTIONS BY FCC

WCAR-FM Pontiac, Mich.—Granted request to cancel license and delete call letters. Announced Sept. 25.

WKBR-FM Manchester, N. H.—Granted change from Class A to Class B station; frequency to 95.7 mc; ERP to 3.6 kw; ant. height to 940 ft.; change trans. site, and operate trans. by remote control. Announced Sept. 26.

WEMP-FM Milwaukee, Wis.—Granted request to cancel license and delete call letters. Announced Sept. 25.

CALL LETTERS ASSIGNED

KEAR (FM) San Francisco, Calif.—Electronic Service Corp., 97.3 mc, 247 kw. Changed from KXKX (FM).

WCLM (FM) Chicago, Ill.—Carol Music Inc., 101.9 mc, 17.19 kw.

Ownership Changes . . .

ACTIONS BY FCC

WBBA Pittsfield, Ill.—Application, seeking acquisition of positive control of licensee corporation by **G. B. Meyer** through purchase of 55% from **Keith Moyer**, returned. (Filed on wrong form.) Announced Sept. 26.

WTIM Taylorville, Ill.—Application seeking transfer of stock from **G. B. Meyer** to **Keith Moyer**, returned. (Necessary to file Form 323.) Action Sept. 25.

WDDT Greenville, Miss.—Granted assignment of license to **William Hodding Carter Jr.** and **John T. Gibson.** Mr. Carter, present 34% owner of station, and Mr. Gibson, present, 24.95% owner, will be equal partners. They are buying re-

mainder of station's stock from Delta Democrat Publishing Co., for $11,851. Announced Sept. 25.

KFJI Klamath Falls, Ore.—Granted involuntary transfer of control from **W. D. Miller,** deceased, to **Willard D. Miller,** executor of estate of W. D. Miller. Transfer involves 100%. Willard D. Miller is son of W. D. Miller. Announced Sept. 25.

WDKD Kingstree, S. C.—Granted assignment of license to **E. G. Robinson Jr.** tr/as Palmetto Bcstg. Co. Mr. Robinson, present 50% owner of station, is buying out his partner, **M. L. Few,** for $70,000. Announced Sept. 25.

APPLICATIONS

WLAY Muscle Shoals, Ala.—Seeks transfer of control of licensee corporation from **M. C. Gregory** to **Michael R. Freeland** and **Flora Ellen Freeland** for $85,000 and assumption of certain liabilities. Transfer involves 100%. Mr. Freeland is 50% partner of **WFWL Camden, Tenn.** Filed Sept. 25.

WPFA Pensacola, Fla.—Seeks assignment of license to **Jerome William O'Connor** for $77,500. Mr. O'Connor holds radio-tv commercial production interests. Filed Sept. 21.

WORC Worcester, Mass.—Seeks transfer of negative contral (50%) from **Harold** and **Miriam Kaye** to **A. Abbott Coblentz** and **Bernard Koteen** for $60,000. Messrs. Coblentz and Koteen each presently own 25% of outlet. Filed Sept. 20.

KCLV Clovis, N. M.—Seeks acquisition of control by **Odis L. Echols,** 25.3% owner of station, through purchase of 25.3% from **Horace Echols** and **Coy Echols** for $5,631. Filed Sept. 20.

WBRE-AM-FM Wilkes-Barre, Pa.—Seeks transfer of control of licensee corporation to WBRE-TV Inc. Transfer involves 100%. Consideration is exchange of stock. Filed Sept. 20.

WSIX-AM-TV Nashville, Tenn.—Seeks acquisition of positive control of licensee corporation by **Louis R. Draughon** through purchase of 33.3% from **W. H. Criswell** for $250,000. Mr. Draughon is present 33.3% owner. Mr. Criswell is leaving station. Remaining 33.3% will continue to be held by **S. D. Sanford Jr.** Filed Sept. 20.

WCEF Parkersburg, W. Va.—Seeks assignment of license to Franklin Bcstg. Co. Corporate change. Filed Sept. 25.

Hearing Cases . . .

FINAL DECISION

WLON Lincolnton, N. C.—FCC made effective immediately initial decision and granted application of Lincoln County Bcstg. Co. to increase power of WLON from 500 w to 1 kw, on 1050 kc D. Announced Sept. 26.

INITIAL DECISIONS

Mt. Pleasant, Iowa—Hearing Examiner J. D. Bond issued initial decision looking toward denial of application of Henry County Bcstg. Co. for new am to operate on 1340 kc, 100 w unl., in Mt. Pleasant. Announced Sept. 26.

Shreveport, La.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of Twin-City Bcstg. Co. for new am to operate on 1330 kc, 1 kw D, in Shreveport, and application to increase power of **KDSM El Dorado, Ark.,** from 1 kw to 5 kw on 1290 kc D. Announced Sept. 26.

Saline, Mich.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of The Saline Bcstg. Co. for new am to operate on 1290 kc, 500 w D, in Saline. Announced Sept. 20.

KUIN Grants Pass, Ore.—Hearing Examiner Jay A. Kyle issued initial decision looking toward denial of application to change facilities of KUIN from 1340 kc, 250 w unl., to 1480 kc, 1 kw unl. Announced Sept. 26.

OTHER ACTIONS

WSLA (TV) Selma, Ala.—FCC denied May 29 petition by Department of Defense seeking review of hearing examiner's memorandum opinion and order of May 18 which denied Department's petition to reopen record in proceeding involving application by Deep South Bcstg. Co. for mod. of cp of WSLA to move trans. site to about 50 miles from Selma and 23 miles from Montgomery, locate main studio at trans. site and increase ant. to 1,993 ft. Announced Sept. 26.

Pine Bluff, Ark.—FCC denied petition by **B. J. Parrish,** Pine Bluff, for review and reversal of various rulings of hearing examiner, which excluded from evidence various material and testimony which Parrish sought to submit in am proceeding in Dockets 11323, et al., affecting am applications in Macon and Columbus, Ga., Monroe, La., and Pine Bluff, Ark.; dismissed as moot Broadcast Bureau's motion to dismiss Parrish petition. Commissioner Craven abstained from voting. Announced Sept. 26.

WNAO-TV Raleigh, N. C.—FCC denied July 13 petition by WNAO-TV Raleigh, N. C., for rehearing and for stay of Commission's June 29 decision which granted application of Capitol Bcstg. Co. for new tv to operate on ch. 5 in Raleigh, and denied competing application of WPTF Radio Co. Commissioners Bartley and Craven abstained from voting. Announced Sept. 26.

KGEO-TV Enid, Okla.—FCC corrected record

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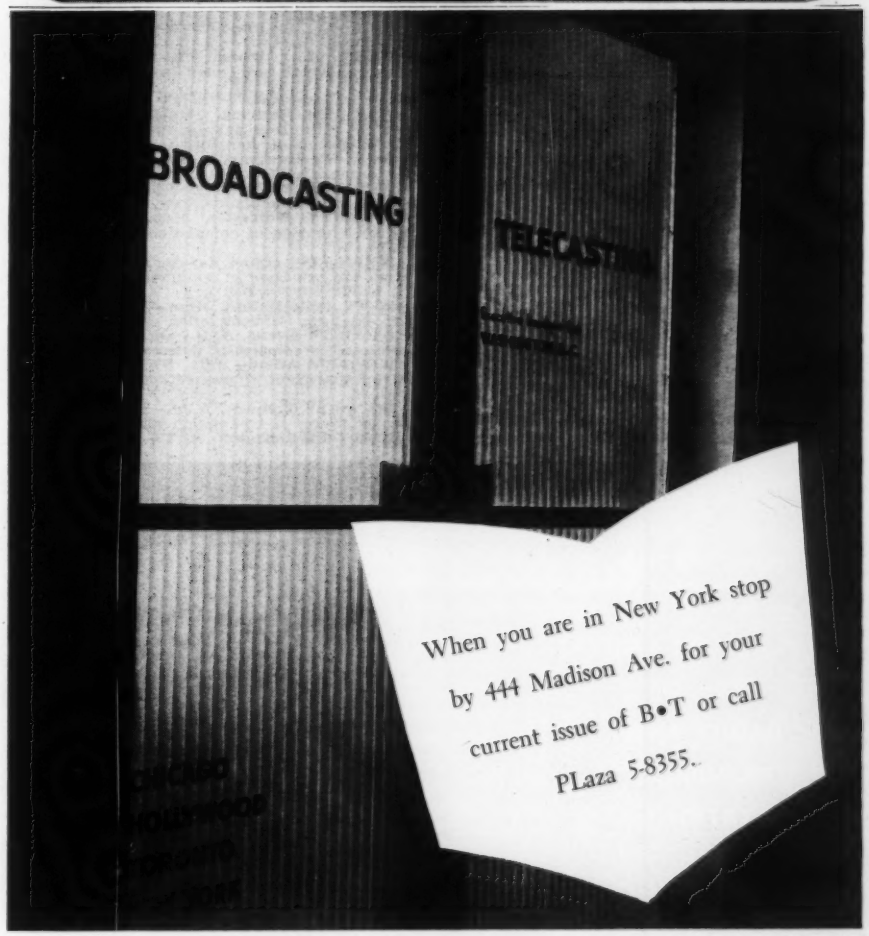

in certain respect but denied, in all other respects, Department of Defense petition of June 4 for rehearing and other relief in proceeding involving May 2 grant to Streets Electronics Inc., for mod. of cp of KGEO-TV to move trans. 31 miles from Enid, increase ant. height to 1,356 ft. and make ant. and other equipment changes. Announced Sept. 26.

WBLK Clarksburg, W. Va.—FCC granted petition filed by National Community Television Assn., for review and reversal of chief hearing examiner's ruling, and granted that Association leave to intervene as party in proceeding on applications of Ohio Valley Bcstg. Corp. for new tv (**WBLK-TV**, ch. 12), and for transfer of control of that corporation from News Publishing Co. to WSTV Inc., Steubenville, Ohio. Announced Sept. 26.

Routine Roundup . . .

September 20 Applications

ACCEPTED FOR FILING

Modification of Cp

WCOG Greensboro, N. C.—Seeks mod. of cp (which authorized increase in D power and erection of additional tower for new DA array) for extension of completion date.

WJLN-TV Birmingham, Ala.—Seeks mod. of cp for extension of completion date.

KHBC-TV Hilo, Hawaii—Seeks mod. of cp for extension of completion date to April 13, 1957.

WTLF (TV) Baltimore, Md.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 1, 1957.

WITH-TV Baltimore, Md.—Seeks mod. of cp for extension of completion date.

WRAK-TV Williamsport, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 16, 1957.

WNET (TV) Providence, R. I.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of License

KENL Arcata, Calif.

September 21 Decisions

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

KOAT Albuquerque, N. M.—Granted April 3 petition for dismissal of its applications for cp and license on 860 kc and dismissed hearing. Action Sept. 19.

Broadcast Bureau—Granted petition for extension of time to Sept. 24 to file response to petition for reconsideration and mod. of Commission opinion and order filed by **Joe B. Carrigan**, trustee, and **James K. Smith**, partnership d/b as Smith Radio Co., ch. 4 proceeding, Port Arthur, Tex. Action Sept. 19.

B. L. Golden, Fresno, Calif.—Granted petition for extension of time to Oct. 1 to file reply briefs to exceptions, re his am application. Action Sept. 19.

By Hearing Examiner Thomas H. Donahue

The Saline Bcstg. Co., Saline, Mich.—Granted motion to correct transcript, re its am application. Action Sept. 19.

Crawfordsville Broadcasters Inc., Crawfordsville, Ind.—Granted motion for continuance of hearing from Sept. 25 to Oct. 25, re its am application and that of **J. E. Willis**, Lafayette, Ind. Action Sept. 20.

By Hearing Examiner J. D. Bond

Philadelphia, Pa.—Upon informal request by applicants, and with consent of Broadcast Bureau, ordered that further hearing re am applications of Rollins Bcstg. of Delaware Inc. and Franklin Bcstg. Co., Philadelphia, scheduled for Sept. 21, is continued to Oct. 4. Action Sept. 20.

By Hearing Examiner Herbert Sharfman

WTAO Cambridge, Mass.—Granted motion for leave to amend its am application so as to request 760 kc in lieu of 740 kc, and application as amended is removed from hearing. Action Sept. 18.

Anadarko, Okla.—Ordered that prehearing conference is scheduled for Oct. 3, re am application of Indian City Bcstg. Co., Anadarko. Action Sept. 19.

Beacon, N. Y.—Ordered that prehearing conference, now under indefinite continuance, is rescheduled for Sept. 28, at 2:00 p.m., re am applications of West Shore Bcstg. Co., Beacon, The Westport Bcstg. Co., Westport, Conn., and **James W. Miller**, Milford, Conn. Action Sept. 19.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition for extension of time from Sept. 17 to Sept 19 to file proposed finding of fact and conclusions, re am application of **Sanford A. Schafitz**, Lorain, Ohio. Action Sept. 18.

WKMF Flint, Mich.—Granted petition to reopen record, re its am application, solely for purpose of receiving in evidence stipulation attached thereto, of additional engineering information requested by Broadcast Bureau subsequent to close of hearing, and record is closed. Action Sept. 19.

By Hearing Examiner Jay A. Kyle

Jacksonville, Fla.—Ordered that prehearing conference will be held on Sept. 27, re am applications of Joseph M. Ripley Inc. and **Robert Hecksher**, Jacksonville. Action Sept. 19.

September 21 Applications

ACCEPTED FOR FILING

License to Cover Cp

WEND Baton Rouge, La.—Seeks license to cover cp which authorized new am.

WCAR Pontiac, Mich.—Seeks license to cover cp which authorized change in power; installation of DA-2; change ant.-trans. and studio location, and change in station location from Pontiac to Detroit.

KMRS Morris, Minn.—Seeks license to cover cp which authorized new am.

WANB Waynesburg, Pa.—Seeks license to cover cp which authorized new am.

WRAD Radford, Va.—Seeks license to cover cp which authorized change in hours of operation from D to unl., using 500 w N, 5 kw D, and installation of DA-N.

WFMT (FM) Chicago, Ill.—Seeks license to cover cp which authorized changes in licensed station.

KRCC (FM) Colorado Springs, Colo.—Seeks license to cover cp which authorized changes in licensed station.

KHAS-TV Hastings, Neb.—Seeks license to cover cp.

WCKT (TV) Miami, Fla.—Seeks license to cover cp which authorized new tv.

Modification of Cp

WAZL-FM Hazleton, Pa.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WQIK-TV Jacksonville, Fla.—Seeks mod. of cp for extension of completion date.

WEAL-TV Orlando, Fla.—Seeks mod. of cp for extension of completion date.

WAAB-TV Worcester, Mass.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WMCN (TV) Grand Rapids, Mich.—Seeks mod. of cp for extension of completion date to March 17, 1957.

WFTV (TV) Duluth, Minn.—Seeks mod. of cp for extension of completion date.

WKNE-TV Keene, N. H.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WFPG-TV Atlantic City, N. J.—Seeks mod. of cp for extension of completion date to July 16, 1957.

WKDN-TV Camden, N. J.—Seeks mod. of cp for extension of completion date.

WKNY-TV Rochester, N. Y.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WCBF-TV Rochester, N. Y.—Seeks mod. of cp for extension of completion date.

KTVQ (TV) Oklahoma City, Okla.—Seeks mod. of cp for extension of completion date.

WTVQ (TV) Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date.

WACA-TV Camden, S. C.—Seeks mod. of cp for extension of completion date to April 16, 1957.

KXYZ-TV Houston, Tex.—Seeks mod. of cp for extension of completion date.

WLTV (TV) Wheeling, W. Va.—Seeks mod. of cp for extension of completion date to Arpil 16, 1957.

Renewal of Licenses Returned

KAFP Petaluma, Calif.—(Re name); **KSJO San Jose, Calif.** (Re name); **KUKI Ukiah, Calif.** (dated wrong).

Renewal of SCA

KTKT-FM Tucson, Ariz.

Remote Control

WSPA-FM Spartanburg, S. C.

September 25 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of September 21

WILL-TV Urbana, Ill.—Granted license for noncommercial, educational tv station (ch. *12) and to add Board of Trustees to applicant name. ERP: 45.7 kw vis., 22.9 kw aur.

WFIL-TV Philadelphia, Pa.—Granted license covering changes in facilities of existing tv.

WCPO-TV Cincinnati, Ohio—Granted license covering changes in facilities of existing tv.

KMID-TV Midland, Tex.—Granted license for tv station (ch. 2). ERP: 100 kw vis., 50 kw aur.

KOIN-TV Portland, Ore.—Granted license for tv station (ch. 6). ERP: 100 kw vis., 50 kw aur.

WCAX-TV Burlington, Vt.—Granted license for tv station (ch. 3). ERP: 18.2 kw vis., 9.55 kw aur.

KGNC-TV Amarillo, Tex.—Granted license for tv station (ch. 4). ERP: 100 kw vis., 50 kw aur.

WMNA Gretna, Va.—Granted license for am station.

KCCO Lawton, Okla.—Granted license for am station.

Following stations were granted authority to operate trans. by remote control: **KRPL Moscow, Idaho; WSPA-FM Spartanburg, S. C.; WSMT Sparta, Tenn.**

WJDM Panama City, Fla.—Granted extension of completion date to 3-21-57.

Action of September 19

KOOS Coos Bay, Ore.—Granted extension of completion date to 3-1-57.

Actions of September 18

WXYZ-TV Detroit, Mich.—Granted license covering cp for changes in ant. facilities.

KUZN West Monroe, La.—Granted license for am station.

KRAI Craig, Colo.—Granted license covering change in facilities, installation of DA-N and change in ant.-trans. location.

WSYD Mount Airy, N. C.—Granted license covering change in facilities, change in trans. location, changes in ant. system and installation of DA-N.

WFOB Fostoria, Ohio—Granted license covering changes in DA.

Following were granted extensions of completion dates as shown: **WBKB (TV) Chicago, Ill.**, to 12-3; **WYES (TV) New Orleans, La.**, to 4-16-57; **KETA (TV) Oklahoma City, Okla.**, to 3-18-57; **WBZ-TV Boston, Mass.**, to 4-8-57; **WKBT (TV) La Crosse, Wis.**, to 3-6-57; **KPIC (TV) Roseburg, Ore.**, to 4-25-57; **WWLP (TV) Springfield, Mass.**, to 3-1-57.

September 25 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WOW Omaha, Neb.—Denied Aug. 6 petition for intervention and for other relief in proceeding re am application of **KODY North Platte, Neb.** Action Sept. 20.

By Hearing Examiner James D. Cunningham

Broadcast Bureau—Granted petition for extension of time to Sept. 20 to file proposed findings in proceeding on am applications of **B. J. Parrish**, Pine Bluff, Ark., et al. Action Sept. 20.

By Hearing Examiner Elizabeth C. Smith

The Greenville Bcstg. Corp., Greenville, Ohio—Granted petition for continuance of hearing from Sept. 24 to Oct. 4, re its am application. Action Sept. 21.

By Hearing Examiner H. Gifford Irion

WSLA (TV) Selma, Ala.—Upon request by Capitol Bcstg. Co., Montgomery, Ala., ordered that final date for filing of reply findings and conclusions is extended from Oct. 1 to Oct. 15, re application of WSLA for mod. of cp (ch. 8). Action Sept. 21

By Hearing Examiner Basil P. Cooper

Smith Radio Co., Port Arthur, Tex.—Granted

Continues on Page 107

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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RADIO

Help Wanted

Salesmen

Good salesman who can also announce, southern New Mexico. Base commission arrangement or salary. Permanent position, congenial staff. Write Box 906A, B•T.

Salesman-announcer wanted by progressive Chicagoland daytime. Experienced in sales and able to handle announcing trick. Send complete details and salary requirements. Box 930A, B•T.

Excellent opportunity in major market for hard-working, experienced salesman with merchandising ideas. Salary plus commission. Permanent position with expanding organization. Complete details to KSPO, Spokane, Washington.

Wanted regional sales manager. Should be making over $8,000 per year now. Salary and good commission. Call, write or wire S.A. Hassan, WROY, Carmi, Illinois.

Announcers

Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.

Michigan regional expanding staff. Need two fully experienced air and street salesman combination. Immediate opening, station recognized as area leader. Give full details first letter. Box 845A, B•T.

Announcer with first ticket. Give full particulars first letter with salary expectation. Northeast. Write Box 911A, B•T.

Announcer-engineer. Topnotch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Midwest net. affiliate wants experienced announcer-personality. Give full details first letter, including expected salary. No tapes until requested. Box 935A, B•T.

Good announcer with 1st phone. South Florida network 250 watter. Box 941A, B•T.

Two combo men needed at once with first class licenses for Tennessee daytime stations. Must be sober, reliable, well recommended. Salary open. Give full particulars first letter, plus starting salary, would like tape, if possible. Box 946A, B•T.

All night DJ with first class ticket for great 24 hour market, Las Vegas. New ownership going all out on 24 hour DJ personality programming with all out promotion, all media. Send fast moving tape with your selection from top 100 pop tunes and 5 minute news to Buskett, KRAM, Hotel Riviera, Las Vegas, Nevada.

RADIO

Help Wanted—(Cont'd)

Announcers

Mature news director needed immediately for remote studio operation. Good salary, also opportunity to sell if desired. Permanent. Phone WFRO, Fremont, Ohio, FEderal 23951.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Adult, experienced announcer for kilowatt independent. DJ, ability and sincere, friendly style. Excellent facilities, fine fellow employees, outstanding ratings, strictly professional atmosphere. Please include full background, photo and tape. WMIX, Mt. Vernon, Illinois.

Morning man fast growing indie. $85 starting. Must be experienced. Send audition, resume, WPVL, Painesville, Ohio.

Florida fulltime network station needs good announcer-engineer with 1st ticket, capable of maintenance. Lovely, fast growing town, famous South Florida ocean beaches. $85 week to start. WSTU, Stuart, Florida.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Martin Block and Howard Miller disregard. But we are looking for men of your stature, highest rated in all our markets, Omaha, New Orleans, Kansas City, Minneapolis and we've just acquired a Miami station. Only alert and original sounding deejays need apply. All tapes returned immediately. Air tapes to Todd Storz, Kilpatrick Building, Omaha, Nebraska.

Technical

Regional station with television in large midwest market requires experienced technician. Starting salary for 40 hours is $90.00. Box 861A, B•T

Wanted: Young EE graduate with good mathematical ability for position with established Washington consulting engineering firm, involving office, lab and field work. Good opportunity for professional advancement. Send resume. Box 905A, B•T.

Chief engineer wanted. Good pay, pleasant working conditions. Box 916A, B•T.

Have opening for two, first-class licensed engineers. Box 917A, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Bright young man interested in tape and disc recording field as apprentice for the engineering department of a large New York City recording firm. Musical background preferred. Salary to suit ambition. Box 926A, B•T.

Large network radio station, major eastern market needs first class man for studio and transmitter duty. Immediate vacancy. Beginning salary $80.00. Box 959A, B•T.

Engineer-announcer. Chance to become chief. Planning television expansion. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Chief engineer-announcer for third market in Oklahoma. Permanent, reliable and ambitious first phone man only $100 per week. Call or write KCRC, Enid, Okla.

Wanted, first class engineer who can do announcing, be the chief engineer of the Quint Cities daytime music and news station going more power in October with new studios and new equipment. Earnings in line with performance. Contact Lester L. Gould, Manager, KFMA, Box 457—415 Perry Street, Davenport, Iowa.

First phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

First class engineer-announcer. Family man for good family town. $5000. WFKY, Frankfort, Kentucky.

Chief engineer-announcer. Excellent opportunity for young experienced man to move up. Salary dependent only on responsibility you can assume. WLFA, LaFayette, Georgia.

Announcer-first class engineer for mountain studio-transmitter on October 20th. Single man with car. Two days off per week. Start $60.00 plus room and board. Send full details WMIT, Charlotte, N. C.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Combo man, 1st phone to act as chief engineer. Will handle Gates remote and Raytheon equipment. Excellent working conditions. Top pay. Daytime station. WTUX, Wilmington, Delaware.

First class license man for maintenance of remote controlled fm station in central New York. State qualifications and salary requirements. Reply to: Donald Udey, Chief Engineer, Terrace Hill, Ithaca, New York.

Wanted: Experienced tower erector—work unlimited. Contact Mr. Auer, Tower Service Company, 3010 Delsa Drive, Salt Lake City, Utah.

Programming-Production, Others

Immediate opening. Special events and news work primarily, some DJ and board work. Good opportunity with leader in area. Community growing. Send data and tape. Box 925A, B•T.

News editor-broadcaster sought by Chicago area community station. Gather, write, announce local news. Handle interviews. Submit educational and work background and starting salary. Box 931A, B•T.

Combo gal, capable handling traffic and bookkeeping in small station in southern California where personnel not only double but triple in brass. Salary commensurate with ability. Submit photograph and complete details. Box 954A, B•T.

Wanted: Good local news reporter with radio voice for excellent daytime operation in New England. Write or call WESO, Southbridge, Mass. State full background and salary requirements.

Mature news director needed immediately for remote studio operation. Good salary, also opportunity to sell if desired. Permanent. Phone WFRO, Fremont, Ohio, FEderal 2-3951.

Wanted: Experienced continuity writer. Wonderful opportunity. Excellent independent ideally located in beautiful southwestern Michigan. WHFB-Radio, Benton Harbor, Michigan.

Need continuity writer immediately. Must be able to write strong sell copy. Send sample copy, salary open, to WIBM Jackson, Michigan.

Program director—with good selling voice to replace current man being promoted to manage new company-owned station. Prefer man who is strong on news and adept at both hillbilly and pop. Must be steady man. Future opportunities unlimited with organization planning expansion into new markets. Send tape. WKUL, Cullman, Alabama.

ENGINEERS

NEEDED AT ONCE

Expanding, coastal, California network vhf needs immediately, engineers fully qualified and experienced in studio, transmitter maintenance and operation. Excellent opportunity for qualified men. Periodic raises and profit sharing plan. Rush complete resume to Bill Hargan, Chief Engineer,

KSBW-TV, P. O. Box 1651, Salinas, Calif.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Girl Friday wanted who can double in brass in programming, traffic and executive secretarial duties. Write in complete detail today to Radio-TV Station WLEX, Earl Boyles, Manager, Lexington, Ky.

Copywriter, male to work closely with account executives in writing and servicing major local accounts. Expanding department, excellent opportunities for advancement. Send personal resume including samples to WMBD, Peoria, Illinois.

Wanted: Copywriter. Programming and announcing ability desirable but not necessary. Write WMRF, Lewistown, Penna.

Ohio radio and television stations are in need of qualified personnel. If you would like to work in Ohio, please contact C. S. Dargusch, Jr., Ohio Association of Radio and Television Broadcasters, 33 North High Street, Columbus 15, Ohio.

Situations Wanted

Managerial

Sales manager/manager: Looking for facts, not fiction So am I! Available, my detailed experience outline documenting the facts of successful manager/sales manager record. Three stations in sixteen years, two sold out from under me at top price. I'm now employed, but we both can do better. Negotiations confidential. Box 831A, B•T.

Capable manager or operations director tv or radio. Thirteeen years experience. Married, family. Experienced every phase industry. Presently directing tv operation southwest. Desire security with expanding operation. Immediately available. Box 949A, B•T.

Manager/sales manager: 14 years sales, sales manager NBC station; 2 years sales manager CBS affiliate, one year general manager top 5 kw independent. Family man, 43 years old. College education. Florida preferred. Now employed. Best references. Box 951A, B•T.

Manager—7 years experience from ground up. Constructed and operated successful kilowatt 5 years. AB Degree, married, finest references. Willing to invest. Looking for permanent location with future. Age 30. Box 961A, B•T.

Manager — managing medium market — desire change and permanency. Energetic family man. Box 968A, B•T.

Sales manager—desire larger market sales manager. Managing medium market. Family man. Box 969A, B•T.

Sales manager — 32, family—producer—desires permanent situation. Now general sales manager. Box 970A, B•T.

General or commercial manager. Have over 20 years experience at 43, and this is ready to work for you. Outstanding sales ability on local and national level. Not an arm chair exec but a driver with tight operation know-how. Can get the job done for you and am ready to go. Box 973A, B•T.

Salesmen

Wanted, sales or management in upper midwest. Several years experience in both. Sales record over $70,000.00 annually. Presently employed. Will take four weeks to make change. Complete resume on request. Box 848A, B•T.

Salesman-announcer. 6 years. Also have 1st phone. Family. Prefer central or north central Texas. Box 929A, B•T.

Salesman—top man wants permanency in large market. Experienced sales manager—family man. Box 971A, B•T.

Announcers

Announcer-DJ. No great talent, just steady, dependable, mature air-salesman. Box 677A, B•T.

Independent kilowatt daytimer, midwest will pay $350.00 per month for 48 hour week to qualified announcer. Send audition, details and references first letter, no unmarried men. Box 726A, B•T.

Announcer, 4 years. All phases. Married. Veteran. Desires permanent location. Box 876A, B•T.

Good newsman, sportscaster, staff. Seeks midwest location. Four years experience. Presently news and sports director. Box 915A, B•T.

Experienced announcer/newsman. Family, 35, college, veteran. Middle Atlantic or New England area. Box 920A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Good, versatile voice with school background. Looking for good spot. Box 932A, B•T.

Personality DJ, strong commercials. Reliable, eager to please. Go anywhere. M. Stillman. Box 933A, B•T.

Experienced DJ, with proven success in major markets. Sell products instead of himself. Seeking better potential. Reply in confidence. Box 934A, B•T.

5 years experience, all phases radio-tv. Married, college—presently employed by satisfied station in good sized market in northeast. Seek advancement—radio DJ, tv variety show. Successful professional singing. Available 2 weeks notice. Tape, photo, etc. on request. Box 944A, B•T.

Announcer, seven years experience, 31, married, family, experienced PD, would like radio or tv. Would like to relocate by November 1. Box 945A, B•T.

Announcer—experienced—family man. Desires permanent location in small or medium market. Prefer southern states. Box 947A, B•T.

Attention southern California! Experienced and versatile staff announcer wishes to locate at small station. Box 952A, B•T.

Staff announcer. Versatile. Sports, records, news. Prefer east. Exchange references. Box 953A, B•T.

Announcer-mature, reliable. Accent on news. Some tv experience. Seeking good market, preferably northeast. Box 960A, B•T.

DJ with 6 years experience and 1st phone. Presently employed. Proven results with morning and afternoon shows. Excellent references including sponsors. Stations with turnover need not apply. Box 963A, B•T.

1st phone top-flight announcer, 3½ years experience, desires relocation. Presently employed. Relaxed easy going style. Box 965, B•T.

Stations sold! Desires change, west, southwest, northwest. 1st phone. 5 years broadcasting. Announcing, continuity, programming some sports. No maintenance. Minimum $90, forty hours. Guy Christian, Bel Aire Motel, Sterling, Colorado.

Mature first phone. Top newscaster. Excellent commercials. Wants permanent job Atlantic seaboard. No sales, minimum maintenance. Now employed. Martin Hagen, 154 West Franklin, Waynesburg, Penna.

Anyone, anywhere, California. Announcer, negro —graduate Speare school, Hollywood. Good voice, personality—neat—hard worker. Experienced all phases. Tape. Cliff Morris, 1724 South Arlington Avenue, Los Angeles, California.

Announcing school graduate with 1st phone, desires first position. State salary, hours. Russ Randolph, 2219 N. Parkside, Chicago.

Technical

Chief engineer. IRE member. 1st class licensee. Experienced administration, design, construction, maintenance and operation, AM-FM. Physical, nuclear research background. 35. Married. Family. Can invest. Box 914A, B•T.

Experienced, capable chief engineer-construction, maintenance, directionals, remote control, 250 watt to 50 kw. Box 922A, B•T.

Programming-Production, Others

Newsman. Foreign correspondent on way home from Berlin and Paris. Announcer, writer, special events, three years newspaper. Box 870A, B•T.

RADIO

Situations Wanted—(Cont'd)

Radio station Girl Friday desires to relocate. Prefer south but will listen to any offer. 3 years experience. Traffic, promotion, continuity, clerical. B.S. Degree in radio and speech. Box 942A, B•T.

News reporter, writer, editor and broadcaster. Twelve years experience. Journalism degree, executive background. Best references. Box 955A, B•T.

ADVERTISING AGENCY

Situations Wanted

Time Buyers

Radio-tv spot buyer/admin. assistant. Heavy and versatile ad agency experience. Good contacts, interested in medium sized agency. Box 957A, B•T.

TELEVISION

Help Wanted

Managerial

Company operating TV stations in several extremely attractive, rapidly growing small markets needs executive personnel, strong sales background desired, managerial potential required. Permanent connections with genuine opportunity for men who can convince us they're right material for small to medium situations. Openings available immediately. Send complete resume including salary requirements. Box 899A. B•T.

Salesmen

KCBD-TV has opening for TV salesman. If you are presently selling for a Texas or Oklahoma station and have experience, energy and integrity, you may be our man. Contact George Tarter, KCBD-TV, Lubbock, Texas.

Have opening for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contract Sales Manager, WTVO, Rockford, Illinois.

We have an opening immediately in sales for man who is qualified to handle local and regional sales at grass roots level in southern market of 50,000 on CBS affiliated vhf. Position calls for strong background in local sales. Opportunity unlimited as to salary and future. This is an important job and we expect to pay well if you are qualified. Send complete letter with trade references and pictures to John E. North, P. O. Box 309, Jackson, Tennessee.

Announcers

Progressive Michigan station expanding staff. Has opening for trained TV announcer-copywriter in immediate future. Employee benefits, ideal working conditions, excellent location. Personal interview absolutely essential. Send full information, no tapes to Box 910A, B•T.

Tv announcer—competitive market, midwest. Will accept experienced radio announcer ready for tv. Send picture, resume. Box 939A, B•T.

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P.O. Box 811 Licensed Broker Tulsa, Oklahoma

TELEVISION

Help Wanted—(Cont'd)

Announcers

Experienced radio or tv announcer for night time schedule on established Indiana outlet. Film work also involved. Write Box 271, Muncie, Indiana.

Technical

Wanted: Licensed engineers with TV experience for mountain top location. Box 912A, B•T.

Technician to operate, maintain, improve three-camera vidicon system; teach production course if necessary. Stimulating educational atmosphere. Send information on marital status, salary requirements, training, experience, with photo. Box 913A, B•T.

Engineers needed at once for expanding coastal California network vhf. Studio, transmitter maintenance and operation experience a must. Excellent opportunity for fully qualified men. Periodic raises and profit sharing plan. Rush complete resume to Bill Hargan, Chief Engineer, KSBW-TV, P. O. Box 1651, Salinas, California.

Programming-Production, Others

Experienced tv sales promotion, merchandising, and publicity director wanted immediately. CBS affiliate. Pennsylvania. Box 938A, B•T.

Girl Friday for on-air and production work at midwestern vhf. Appear regularly on air plus behind scenes Program Department work. Send full details to Box 966A, B•T.

Situations Wanted

Managerial

East and midwest. TV salesman-director-producer-announcer available for medium market. Prefer program director, will consider comparable offer. Eight years experience two major markets. Double in sales. Box 882A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Ten years television-radio. Announcer, dj, singer, actor. Present location five years. Prefer station with live music or variety shows. Box 918A, B•T.

Warm personality—one year commercial tv. Former DJ. Whimical ad-lib. Not "announcer type". Convincing "live" sell. Telegenic. Perfect MC. College and SRT graduate. Seeking station that appreciates value of "live" commercials and personality show. Medium to large market. Box 937A, B•T.

Technical

TV transmitter engineer. Eight years actual experience with GE and RCA TV transmitters to 50 kw, with supervisory background. Former AM chief with college training. Wants locate Kansas, Oklahoma, west Texas or New Mexico. Presently employed large TV station. Available two weeks notice . Size of operation or salary secondary to permanent position in above locations . Mature family man. Best references. Box 919A, B•T.

TV studio technician, currently working, 3½ years experience, all phases studio operations. Second phone. Norm Weissman, 2038 Richfield Drive, Dayton, Ohio.

Recent 1st phone, desires his first position as engineer. State salary, hours and routine. Walter Plasecki, 2219 N. Parkside, Chicago.

Programming-Production, Others

Radio newsman wants teevee. Five years reporting and broadcasting, including newspaper. Also solid foreign experience. Box 871A, B•T.

Copywriter-salesman to write and/or sell for TV station. Two years experience TV and radio copy, currently selling radio. Married, veteran, college. Box 921A, B•T.

Newsman, experienced all phases tv-radio news, married, M.A. journalism. Desires position with station emphasizing news. Box 948A, B•T.

Ten years experience, all phases, radio and tv, announcer, production, programming, sales, film, traffic . . . veteran, 29, married, university graduate . . . will relocate . . . seeks good position with permanent future. Box 972A, B•T.

FOR SALE

Stations

Delaware—$75,000.00; **Florida**—$65,000.00; **Massachusetts**—$160,000.00; **Maryland**—$65,000.00; **North Carolina**—$20,000.00; **New York**—$85,000.00; **Ohio**—$40,000.00; **Pennsylvania**—$80,000.00; **Rhode Island**—$42,000.00; **Virginia**—$50,000.00; **Vermont**—$50,000.00; **West Virginia**—$60,000.00. Write Haskell Bloomberg, Broker, Lowell, Massachusetts.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Used 5 kw AM, air cooled, RCA transmitter. XEAW, Apartment 628, Monterrey, Nueno Leon, Mexico.

Wanted: Used type 44BX and 77D microphones. 3⅛" 90 degree bends. 7C26 tubes. WFMS, Indianapolis, Indiana.

Used disc recorder, or overhead recording mechanism. State type, condition, accessories and price. WLBN, Lebanon, Kentucky.

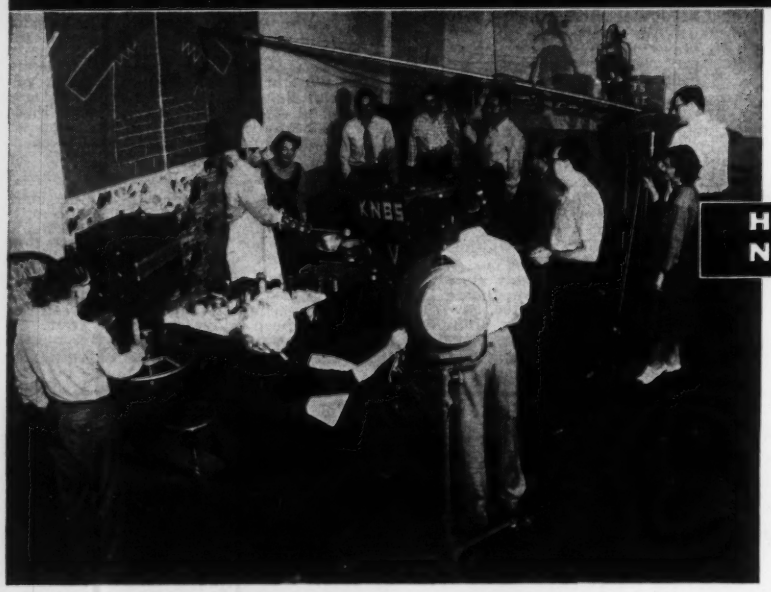
Reasonable priced used equipment. Transmitter, turntables, amplifiers, tape recorders. Write WSOO, Sault Ste. Marie, Michigan for listing.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Wanted: Any equipment for 1 kw station, with remote operation. Pastor Schaeffer, Delevan, N. Y. Machias 8778.

Western Electric 10 kw transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Stations

Want to buy radio station on eastern seaboard. Minimum annual billing $150,000. Answer confidential. Box 885A, B•T.

Part ownership desired by experienced program, news and play-by-play sports director. Can make substantial investment. Married, veteran, college graduate. Box 895A, B•T.

Chief engineer—can invest. Read other ad; Radio, Situations Wanted, Technical. Box 936A, B•T.

I have qualified clients wanting stations. Texas, Arkansas, Kansas, Missouri, Oklahoma, Colorado. Operating figures immaterial. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Equipment wanted, 1 Collins 4 ring fm antenna. Reply to Box 950A, B•T.

Wanted 7D 21 tubes, new used two (2) channel console, KCFM, 532 DeBaliviere Blvd. (12), St. Louis, Missouri.

Wanted: Used 3 or 6-bay antenna for Channel 3, 5 to 50 kw; used 6 or more bay antenna for Channel 12, 5 to 50 kw. Hector Balcazar, Apartado 1762, Mexico, D. F.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Independent Music . . . News . . . Sports Stations in Alaska. Positions open either Anchorage or new station in Fairbanks.

General information for all positions listed: This is not second rate radio . . . Our stations are on par with best independent music and news stations in larger metropolitan cities. This is not a slow track and is no place for the would-be, has-been or never-will-be. These positions are for professionals and pay accordingly. On all positions, salary is open but good. Tell us what you would expect to be paid stateside and we will adjust upward to compensate for higher living costs in Alaska. Alaska cities are not whistle stops or tank towns but have all the necessities, conveniences, and luxuries of any larger modern American city. Transportation advanced. Deductions for price of ticket will be made from salary over the first six months' period. At the end of six months satisfactory service, all deductions are refunded.

1. ALL NIGHT DJ. Shift and work is as follows: Monday thru Friday—Board work and taped show ten p.m. till twelve p.m.; DJ popular variety show 12 midnight till 3 a.m.; taped show 3 a.m. till 5 a.m.; morning show 5:00 a.m. till 6:00 a.m. Sundays—Four hours board and air work. All shows are heavy commercial. Unless you are willing to work the above hours and can sell hard commercial copy and lots of it, do not apply. If you expect to play rhythm and blues, Rock and Roll of all varieties, progressive jazz, or "cool" music, please do not waste your time and ours. Strictly enforced music policy of the stations prohibit all of the above. Pay good but hours permanent, music policy strict. No humorist or character expected or desired, If you feel that you do a good country and western show say so but not necessary to get the position.
2. NEWSMAN
   Newsroom. Editing news from both press services, deliver five minute newscasts every hour. Five p.m. till midnight Monday thru Friday; 11 a.m. till 7 p.m. Sundays. Must have ability to rewrite, edit, and cover local phone contacts. Hours as above. Not subject to change.
3. COPYWRITER
   Man or woman. Must be able to write hard sell copy and lots of it. Not interested in production spots; shows; sophisticated, artistic copy; institutional or good-will copy. We want one minute sell announcements on the retail level.
4. SALES
   Salary and commission. High wage level. Experience in servicing accounts and ability to sell in highly promotional market. All sales on retail level, easily made but require more than usual amount of servicing. Not for the inexperienced.

Send applications with recent photo and tape if for announcer for all above positions AIR MAIL to Personnel Office, Radio Anchorage, Inc., Box 1960, Anchorage, Alaska.

RADIO

Help Wanted—(Cont'd)

WANTED—STAFF

Complete staff in Number one market. New operation.

Commercial Manager
Salesman
Announcers
Copy Writer

Send full information in writing.
Box 900A, B•T

Salesmen

AM and TV Broadcast Sales

Major manufacturer of AM and TV Broadcast equipment offers unusual field sales opportunity.

Excellent starting salary—outstanding Company paid benefit program—Retirement Plan—Expenses paid including relocation.

Background should include:

1. ***EE degree or equivalent technical experience.***
2. ***AM or TV broadcast equipment experience:***
   — 2 years sales or,
   — 3 years studio engineering or,
   — 3 years design or product development.

Resume including complete educational, business, and military background will be treated in strictest confidence.

Reply to Box 928A, B•T

Announcers

What's happened to the good morning men?

We'd like to find one.

Interested in working for an eastern 50,000 watt metropolitan independent? *RUSH* tape and background to Box 927A, B•T

POP DEEJAY WANTED

NBC station, 15 years old, looking for top-notch announcer excelling in pops. Up to $100 a week paid for qualified man. Reasonable hours.

WCRS

Phone 91300 P. O. 868
Greenwood, S. C.

RADIO

Help Wanted—(Cont'd)

Announcers

FLORIDA CBS AFFILIATE

NEEDS TOP-FLIGHT MORNING MAN

Must have proven ability, outstanding personality, and be able to do strong selling job. Send 15 minute tape of simulated or actual morning show with photo and complete personal details.

Box 958A, B•T

Practical . . . Non-technical

Just Published

Audio Control Handbook

For Radio & TV Broadcasting

by Robert S. Oringel

Broadcast Engineer, Voice of America

160 pages, 8¾" x 10", 131 illus.

Only $6.50

Now . . . all about audio techniques, available for the first time in this concise and profusely illustrated handbook. Here are the methods to achieve highest standards of broadcast quality . . . *explained step by step,* with "refresher"-review questions in each chapter. COVERS IN DETAIL:

- TV mike usage
- FCC regulations, etc.
- mike types—patterns
- records—transcriptions
- hand signals and TV intercom
- program mike setups
- broadcast terminology
- tapes and tape editing
- cue-up and play procedures
- remote broadcasts

Everything the audio operator needs . . . for all program formats . . . is packed in this authoritative, easy-to-use handbook. Examine it today. Clip and mail this coupon.

HASTINGS HOUSE, PUBLISHERS, Dept. BT-2
41 East 50th St., New York 22, N. Y.

Send Oringel's AUDIO CONTROL HANDBOOK for 10-day examination. If not satisfied I will return it—pay nothing. Otherwise, I'll remit $6.50 plus postage. (We pay postage if you remit with coupon—same return privilege.)

Name .....

Address .....

City .....Zone.....State.....

RADIO

Help Wanted—(Cont'd)

Technical

WANTED: TRIPLE THREAT CHIEF ENGINEER, with most emphasis on FM transmitter experience. Successful commercial FM operation plus popular AM station (TV later) in major New England market wants a chief who's good on maintenance, likes audio work and can help build a real engineering team for a company with a future. Send resume, references and snapshot first letter.

Box 962A, B•T

Technical

ENGINEER-ANNOUNCER

for Sitka, Alaska, church-owned KSEW, operated commercially on the campus of Sheldon Jackson Junior College. Must have first class license. Also Program Director wanted with educational radio background.
Unusual career opportunity for experienced broadcaster dedicated to Christian service. Write John Groller, Presbyterian Board of National Missions, 156 Fifth Ave., New York, N. Y.

RADIO

Situations Wanted

Managerial

AVAILABLE

Dick Rudolph, former General Sales Manager of WITH, Baltimore, is available. Has averaged over $200,000 annual sales for past ten years. Also served with Hearst newspapers for 10 years. Know all agencies and advertisers in Baltimore, Philadelphia, Washington and Richmond. Best reference is my record.

6611 Edenvale Road,
Baltimore 9, Maryland
Hunter 6-4334

This forceful . . . 34 year old sales executive has an increasingly successful record in sales administration with one of the nation's well known radio and television stations. The sales organization he now operates is successful but self limiting due to market restrictions. He is free to travel or relocate for a challenging job with top station or firm.
Box 943A, B•T

RADIO

Situations Wanted—(Cont'd)

Managerial

Not a genius, but a guy with lots of imagination and creativity. Plenty of experience in program production, management, as well as promotion. On camera work too. Radio or TV, what have you to offer?
Box 940A, B•T

TELEVISION

Help Wanted

Programming-Production, Others

WANTED

TV news operation needs a trained newsman with Journ. degree. Reporting and re-write ability a must, and prefer man capable of on-camera news delivery. Full power, CBS affiliate in state capitol. Fine opportunity for man with minimum experience in radio or TV news. Salary commensurate with ability and experience.

BOX 924A, B•T

Established network vhf needs experienced:
Program Assistant (Girl)
Continuity Writer
2 Cameramen (Program Department)
Producer Director
Weather Girl—Stenographer
Forward full resume, references, salary requirements and photo.
Box 967A, B•T

FOR SALE

BROADCASTING SCHOOL IN BOSTON FOR SALE

Well-known established school. Approved for Korean veterans. Successful, profitable enterprise. Will make back investment first year. Good reason for selling. Contact Albert Kramer, Attorney, 476 Dedham Street, Newton, Mass., LAsalle 7-0911.

FOR SALE

Equipment

FOR SALE

RCA 5 DX Air Cooled 5 Kilowatt AM Transmitter, including operating spare parts and tubes. Price $5,500. F. O. B. Amarillo. Also available 21 function Remote System for this transmitter suitable for directional antenna use, $2,100. Equipment available about October 15th.

KFDA, Amarillo, Texas
B. S. Spiller, Chief Engineer

425 FOOT GUYED
STAINLESS TOWER

Complete with guys and lighting. Perfect condition. Now in use supporting three bay channel 4 TV antenna and side mounted eight bay FM antenna. Easily converted to insulated tower for radio use. Available approximately October 1st. Contact E. B. Vordermark, WMBR-TV, Jacksonville, Fla.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

EQUIPMENT WANTED

I want to buy three Ampex 450-B reproducers. Also I want to buy one Ampex 350-C recorder. Time is important. Immediate cash deal on delivery. Please reply immediately to

Box 855A, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Resecautions Necessary All Classes
Over 1500 Successful Students

Continued from page 100

petition for continuance of further hearing from Sept. 26 to Oct. 17, in ch. 4 proceeding, Port Arthur; at further hearing, date for cross-examination of principals and date for taking of depositions will be specified. Action Sept. 20.

Babylon, N. Y.—On hearing examiner's own motion, ordered that further prehearing conference will be held at 9:30 a.m., Sept. 25, and that formal hearing is continued from Sept. 25 to Oct. 1, re am application of Babylon-Bay Shore Bcstg. Corp., Babylon. Action Sept. 20.

Claremore, Okla.—Ordered that prehearing conference now scheduled for Oct. 12 is rescheduled for Oct. 1 at 2:00 p.m., re am application of Claremore Bcstg. Co., Claremore. Action Sept. 20.

By Hearing Examiner Herbert Sharfman

Providence, R. I.—On oral request by Cherry & Webb Bcstg. Co., Providence, and without objection by other parties in proceeding re its application for cp for new tv (ch. 12) and for STA, ordered that time for filing initial supplemental proposed findings of fact and conclusions is extended from Sept. 24 to Sept. 27, and time for filing replies is extended from Oct. 4 to Oct. 8. Action Sept. 20.

September 25 Applications

Accepted for Filing

License to Cover Cp

KAIM Honolulu, Hawaii—Seeks license to cover cp which authorized new am.

WPMP Pascagoula, Miss.—Seeks license to cover cp which authorized increase in power.

WFLR Dundee, N. Y.—Seeks license to cover cp which authorized new am.

WENE Endicott, N. Y.—Seeks license to cover cp which authorized change of operation from DA-1 to DA-N only, using number three tower for non-directional operation, and operate trans. by remote control from 909 E. Main St., Endicott, while using non-DA.

Modification of Cp

WELI-TV New Haven, Conn.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WJDM (TV) Panama City, Fla.—Seeks mod. of cp for extension of completion date to March 21, 1957.

WPFA-TV Pensacola, Fla.—Seeks mod. of cp for extension of completion date.

WATL-TV Atlanta, Ga.—Seeks mod. of cp for extension of completion date.

WQXL-TV Louisville, Ky.—Seeks mod. of cp for extension of completion date.

WQXN-TV Cincinnati, Ohio—Seeks mod. of cp for extension of completion date.

KGTV (TV) Des Moines, Iowa—Seeks mod. of cp for extension of completion date.

WPTV (TV) Ashland, Ky.—Seeks mod. of cp for extension of completion date.

WLAP-TV Lexington, Ky.—Seeks mod. of cp for extension of completion date.

WXEL (TV) Boston, Mass.—Seeks mod. of cp for extension of completion date.

WCOC-TV Meridian, Miss.—Seeks mod. of cp for extension of completion date to April 1, 1957.

WOCN (TV) Atlantic City, N. J.—Seeks mod. of cp for extension of completion date.

WINR-TV Binghamton, N. Y.—Seeks mod. of cp for extension of completion date to June 16, 1957.

WICA-TV Ashtabula, Ohio—Seeks mod. of cp for extension of completion date.

WAZL-TV Hazelton, Pa.—Seeks mod. of cp for extension of completion date to June 16, 1957.

WPHD (TV) Philadelphia, Pa.—Seeks mod. of cp for extension of completion date.

Renewal of Licenses

KERN Bakersfield, Calif.; KHSL Chico, Calif.; KBAB El Cajon, Calif.; KBIF Fresno, Calif.; KMJ Fresno, Calif.; KFWB Hollywood, Calif.; KFBK Sacramento, Calif.; KFXM San Bernardino, Calif.; KSON San Diego, Calif.; KCBS San Francisco, Calif.; KBIG Santa Catalina Island, Calif.; KONG Visalia, Calif.; KWSO Wasco, Calif.; KTTV (TV) Los Angeles, Calif.; KCOP (TV) Los Angeles, Calif.; KFMB-TV San Diego, Calif.

Renewal of License Returned

KMOR Oreville, Calif. (wrong dates).

September 26 Decisions

BROADCAST ACTIONS

By the Commission

Following were granted renewal of licenses: **KBEN Carrizo Springs, Tex.; KVOZ Laredo, Tex.; KSUN Bisbee, Ariz.; KAWT Douglas, Ariz.; KVAR (TV) Mesa, Ariz.; KCID Caldwell, Idaho; KCNA Tucson, Ariz.; KLGN Logan, Utah; KLUB Salt Lake City, Utah; KFBC Cheyenne, Wyo.; KMUR Murray, Utah; KOTS Deming, N. M.; KOWB Laramie, Wyo.; KOY Phoenix, Ariz.; KPTL Carson City, Nev.; KSOP Salt Lake City, Utah; KVOG Ogden, Utah; KYME Boise, Idaho; KRAL Rawlins, Wyo.; KNAK Salt Lake City, Utah; KVEL Vernal, Utah.**

September 26 Applications

ACCEPTED FOR FILING

License to Cover Cp

WTHI Terre Haute, Ind.—Seeks license to cover cp which authorized change from DA-2 to DA-1

WCYN Cythiana, Ky.—Seeks license to cover cp which authorized new am.

WDOS Oneonta, N. Y.—Seeks license to cover cp which authorized change in frequency; increase in power; change in hours of operation; change in ant.-trans. location, and erection of new ant. (increase in height).

WFIS Fountain Inn, S. C.—Seeks license to cover cp which authorized new am.

KTIX Seattle, Wash.—Seeks license to cover cp which authorized new am.

Modification of Cp

KCOA (TV) Corona, Calif.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WTVI (TV) Fort Pierce, Fla.—Seeks mod. of cp for extension of completion date to March 1, 1957.

WMFL (TV) Miami, Fla.—Seeks mod. of cp for extension of completion date to April 1, 1957.

WHFC-TV Chicago, Ill.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WCBC-TV Anderson, Ind.—Seeks mod. of cp for extension of completion date.

WKLO-TV Louisville, Ky.—Seeks mod. of cp for extension of completion date to March 1, 1957.

WTVX (TV) Gastonia, N. C.—Seeks mod. of cp for extension of completion date.

WTVG (TV) Mansfield, Ohio—Seeks mod. of cp for extension of completion date.

KSPG (TV) Tulsa, Okla.—Seeks mod. of cp for extension of completion date to April 16, 1957.

KCEB (TV) Tulsa, Okla.—Seeks mod. of cp for extension of completion date.

KBMT (TV) Beaumont, Tex.—Seeks mod. of cp for extension of completion date.

WBTM-TV Danville, Va.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WFOX-TV Milwaukee, Wis.—Seeks mod. of cp for extension of completion date to April 16, 1957.

Renewal of Licenses

KCNO Alturas, Calif.; KWTC Barstow, Calif.; KICO Calexico, Calif.; KMAK Fresno, Calif.; KTRB Modesto, Calif.; KVCV Redding, Calif.; KWIZ Santa Ana, Calif.; KRNO San Bernardino, Calif.; KGO San Francisco, Calif.; KNBC San Francisco, Calif.; KDB Santa Barbara, Calif.; KWG Stockton, Calif.

UPCOMING

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 2: Illinois Broadcasters Assn., semi-annual meeting, Abraham Lincoln Hotel, Springfield, Ill.

Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.

Oct. 3-4: NARTB Tv Code Review Board, Tides Inn, Irvington, Va.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 4-6: Community Tv Assn., third annual western regional conference, Hotel Multnomah, Portland, Ore.

Oct. 5: Ohio Assn. of Radio-Tv Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.

Oct. 5-6: Midwestern Advertising Agency Network, 4th quarterly meeting, Edgewater Beach Hotel, Chicago.

Oct. 6-7: American Women in Radio-Tv, Heart of America convention, Wichita, Kan.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.

Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.

Oct. 12: North Dakota Broadcasters Assn., fifth annual meeting, Clarence Parker Hotel, Minot.

Oct. 12-13: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa.

Oct. 12-14: Intercity Conference of Women's Advertising Clubs, Minneapolis.

Oct. 12-14: Advertising Federation of America, 3rd district, Charlotte, N. C.

Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 16-18: National Assn. of Educational Broadcasters, annual convention, Biltmore Hotel, Atlanta, Ga.

Oct. 17: Indiana Broadcasters Assn., Sheraton-Lincoln Hotel, Indianapolis.

Oct. 18-20: Gamma Alpha Chi, National Women's Professional Advertising Fraternity, biennial national convention, U. of Illinois, Urbana, Ill.

Oct. 19-20: AAAA East Central Regional Meeting, Aurora Inn, Aurora, Ohio.

Oct. 21-23: Central Canada Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

Oct. 22-23: Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 22-24: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 1-2: North Carolina Assn. of Broadcasters, fall convention, Sedgefield Inn, Greensboro.

Nov. 6: New Jersey Broadcasters Assn., annual meeting, Hotel Hildebrecht, Trenton.

Nov. 9: Calif. State Radio-Tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.

Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 29: Advertising Research Foundation, 2nd annual conference, Hotel Ambassador, New York.

NARTB CONFERENCES

Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	**Oct. 11-12**	**Shoreham Hotel Washington**
Region 1 (New England)	**Oct. 15-16**	**Somerset Hotel Boston**
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	**Oct. 18-19**	**Sheraton Lincoln Indianapolis**
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	**Oct. 25-26**	**Dinkler-Tutwiler Birmingham**

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Phase 1 Ends at Foley Square

NOW that the Foley Square branch of the House Antitrust Subcommittee has completed its public hearings, the question logically arises: What next?

Phase II, it must be surmised, will be an "interim report," which probably even now is in process of being drafted, and which should see daylight sometime before the Nov. 6 elections. About mid-October, or shortly thereafter, should fit the timing.

And what will this report find? Victor R. Hansen, the new assistant attorney general for antitrust, made the task relatively easy. And Committee Chairman Emanuel Celler telegraphed his punches.

The committee has already characterized the networks as monopolists. Mr. Hansen, though he has been on his job only since July 13, thinks "divestiture" may be indicated. He regards the network must buy and option time as more sinister than the block-booking of the motion picture industry, which terminated in a consent decree. He has made up his mind, even to the extent of calling in more FBI agents to mop up, giving the proceeding a criminal connotation.

However it may be conveyed, the accent will be on a consent decree, whereby the networks voluntarily would agree to divest themselves of certain holdings and practices, in return for which the antitrust suits would be avoided. Chairman Celler has said as much while the networks were under bombardment. Later he and his colleagues appeared to learn there was another side, and that to denude the networks of clearance and programming authority would be to destroy them.

Great stress was placed upon network stock ownership in and purported domination of Broadcast Music Inc. The performance statistics of ASCAP versus BMI prove conclusively that the issue is makeweight from the monopoly standpoint. As a practical matter, we doubt whether any network owning BMI stock would balk at this "divestiture." BMI pays no dividends. BMI achieved its purpose in introducing competition in the music copyright field. Tin Pan Alley and hundreds of theretofore unknown composers are better off because BMI came into being.

It is in the other areas of network operation and network-station relationships that the divestiture approach could become onerous. The FCC's Network Study Staff, with a separate appropriation from Congress, is covering the very same ground. Its report is due next June. Mr. Hansen's testimony was that a year, possibly two, would be needed to complete the Antitrust Division's study of all facets of network-station-film-advertiser relationships.

It would be the height of folly to be deluded by honeyed words about cooperation and frankness expressed after the testimony of the network presidents. Network affiliation contracts are in the hands of the committee, as are confidential agreements on talent and programming—the disclosure of which would cause untold distress. It is to be hoped the committee will honor the historic confidentiality of these contracts. So far there has been no answer.

The eyes of television in the weeks ahead will focus on the Celler Committee, the Antitrust Division and the FCC Network Study Group. Never was there greater need for clear thinking by government, lest injury be done to a service closest to the people.

Certainly, at this stage, no one should be stampeded. If there are technical violations of the statutes, then adjustments may have to be made, or the statutes changed to fit conditions peculiar to the information-entertainment-public service art which is television.

Crash Program Can't Be Slam-Bang

OF GREATER potential importance to the marketers and the buyers of advertising (as well as to broadcasters) than the fate of the 15% commission formula and what Uncle Sam may do about co-op advertising and merchandising tie-ins, is the study launched by the FCC to determine the fate of uhf allocations.

Commonly known as the "crash" program, but carrying the forbidding tentative title, Television Broadcasters & Manufacturers Research Committee, this voluntary group will seek the answer to the most vexatious problem confronting television—scarcity of facilities. All of the questions posed before committees of Congress and the Dept. of Justice stem from the fact that there are not enough desirable tv allocations to go around under present methods of allocation and evaluation.

Tomorrow, the organizing subcommittee meets in Washington under the able chairmanship of W. R. G. Baker, GE engineering executive and president of RETMA. The project was born a fortnight ago under the FCC's aegis, and after Chairman McConnaughey had proposed it last April in an address before the NARTB convention.

Planned are a series of projects to determine whether uhf can eventually supplant vhf in whole or in part as the haven for tv. These cover propagation characteristics, along with transmitter and receiver test and design. They would supplant theory with engineering fact.

A number of organizations have pledged full cooperation, backed by their dollars, since government has not appropriated the funds to undertake these highly complex studies, for which there is little precedent and practically no stock testing equipment. Individual companies, too, can get behind the plan.

The project deserves the wholehearted support of all interested in television's healthy, stable growth. Television grew so fast in the post-war years that allocations techniques couldn't keep abreast of broadcaster (which means public) demand. There were few engineering bench-marks. Coverage curves, plotted from theory (or by osmosis) proved faulty. Vhf coverage exceeded theoretical expectations, while uhf coverage, notably in rugged terrain, was substantially less than projected.

With engineering facts at hand, the FCC should be in a position to chart longer range policy determinations on allocations. Meanwhile, it must move forward in providing additional service to areas lacking in facilities. Television progress should not be arbitrarily inhibited.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Do you realize the more he urges people to read, the less time they'll have to view our other programs?"

President or Candidate?

THOSE who question the desirability of introducing common sense into the political broadcasting laws are respectfully referred to the idiotic situation that arose last week when the FCC was asked if a charity appeal by President Eisenhower would entitle other presidential candidates to equal time.

The FCC's answer was yes, and it probably was right—as a legality.

Sec. 315 of the Communications Act says that if broadcasters make facilities available for the use of any candidate, they must give equal opportunity to his rivals. In the legal sense President Eisenhower's short appeal on behalf of the United Community Funds would constitute a "use" of facilities. Hence, Adlai Stevenson and any others running for the Presidency could legitimately request equal time.

This may make legal sense, but not any other kind.

It adds no glory to broadcasting that broadcasters have failed so far to unite in an effective effort to obtain more intelligent legislation than Sec. 315.

completely
keep covered

with more from Channel 4

completely
keep covered

WITH PROGRAMMING!
A strong CBS schedule augmented with the top from ABC and such local favorites as Tom Dailey, Gil Newsome and Fred Moegle... Channel 4 commands program leadership!

completely
keep covered

WITH AUDIENCE!
Telepulse and ARB show that Channel 4 consistently leads in audience coverage of the great St. Louis Market. Throughout the week... month after month... it's Channel 4!

completely
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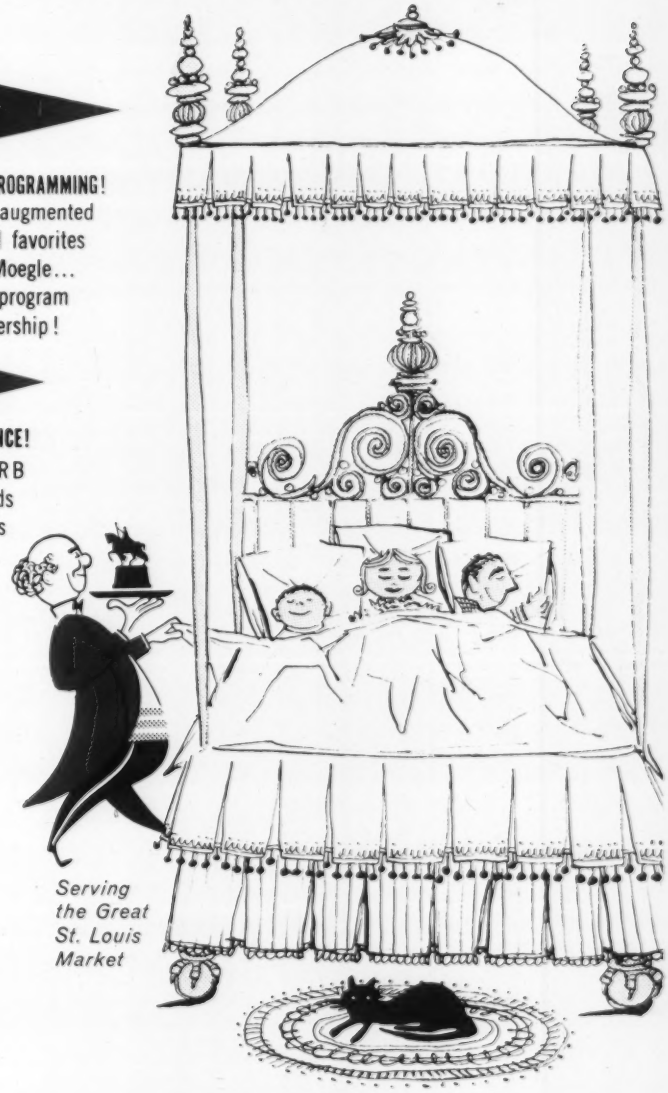

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